Pierpont Community & Technical College
President's Council Focused Strategic Priorities
Academics Operational Plan

Goal	Strategic Plan Alignment	Action Items	Responsible People	Target Completion Date
PC Focused Strategic Priority: Employee Training, Development, and Engagement				
Encompasses all faculty and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on supporting the professional growth and well-being of faculty and staff.	**People**	*Example: Develop and deliver a survey to gauge employees' requests for training and development*	*Employee relations manager*	*March 2025*
		Encourage faculty and staff participation in professional development opportunities, with state/national organizations.		
		Implement a formal mentoring program for new faculty members to support professional growth and retention.		
		Create an adjunct faculty handbook with key resources, mentorship opportunities, and engagement strategies by Fall 2025.		
		Facilitate faculty participation in community service by matching them with nonprofit boards aligned with their expertise.		
PC Focused Strategic Priority: Enrollment, Fall-to-Spring Retention, Fall-to-Fall Retention, and Graduation Rates				
Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.	**People**	*Example: Create and launch an in-person orientation program for new students.*	*Directors in Student Services*	*June 2025*
		Launch a new middle school or high school summer camp in June, focusing on NC3 certification-based training or iOS Swift app development.		
		Strengthen relationships with career technical schools, homeschool networks, and community organizations to increase recruitment efforts.		
		Expand partnerships with industry to attract adult learners, including launching a weekend college program in accounting or bookkeeping.		
		Streamline application and admission procedures for high-demand programs, launching the updated process for Aviation Maintenance by Spring 2025.		
		Develop strategic partnerships with regional employers that offer tuition reimbursement to employees, boosting adult enrollment.		
		Pursue "Second Chance PELL" status by collaborating with eligible correctional facilities to provide educational opportunities.		
		Create program-specific student handbooks by May 2025 to guide students through academic expectations and career pathways.		
		Increase engagement in online courses by partnering with eLearning staff to implement interactive course elements and faculty training.		

Increase enrollment, retention, and graduation rates; develop and retain employees

		People	**Implement** early intervention strategies to identify and support students falling behind in coursework.		
			Develop an advising sheet that includes upcoming schedules, course options, and key announcements to aid students in planning.		
			Schedule proactive advising appointments during the semester, incorporating group advising to support early guided registration.		
			Launch a faculty "calling campaign" in October and March to connect with applicants and encourage enrollment.		
	Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.		**Design** accelerated degree completion pathways by incorporating shorter terms and intersession courses for all programs.		
			Expand program-specific student success initiatives such as peer mentoring, study groups, and industry engagement opportunities.		
			Enhance faculty advising by increasing structured touchpoints with students throughout their academic pathways.		
			Host summer camps and experiential learning events to raise awareness about academic and career opportunities.		
			Develop program-specific student groups to enhance engagement and networking within fields of study.		
			Enhance advising efforts by incorporating best practices into monthly school meetings to improve faculty-student interactions.		
			Provide opportunities for students to attend professional conferences and workshops to develop industry connections.		
			Implement a mid-semester online learning survey to collect student feedback and make improvements to online course design.		
			Develop an interactive student orientation for online learners, aiming for 25% participation in the first year.		
			Create an at-risk student report to track attendance, engagement, and performance, aiming to reduce early alerts by 15%.		
			Expand online course engagement by incorporating active learning techniques, increasing usage by 15% within 18 months.		
	PC Focused Strategic Priority: Educational Programs: Career Training and Pathways and Degree Programs				
Career Training and Pathways	Develop and continuously improve all academic programs, including associate degree, certificate, and career and corporate	**Programs**	*Example: Develop a two-year nursing program that bridges LPN to RN.*	*Provost and Dean*	*December 2026*
			Develop clear pathway maps for each program, ensuring a seamless transition from certificates to degrees by May 2025.		
			Offer flexible learning options, including shorter terms, intersessions, and summer courses in high-demand programs.		
			Create informational materials highlighting career opportunities, integrating them into pathway sheets for easy student access.		

	training offerings… provide transparent, high-value, stackable learning opportunities leading to additional studies, industry-recognized credentials, workplace readiness, and gainful employment.		**Incorporate** industry-recognized certifications into relevant course programs to increase workforce readiness.		
			Expand internship and job shadowing opportunities by strengthening partnerships with local businesses and alumni networks.		
			Enhance co-curricular learning by arranging site visits, guest speaker sessions, and student organization engagement.		
			Implement a one-credit-hour introductory course in technology, embedding certifications in measurement, tool ID, and PPE.		
			Revise capstone courses to include structured internship opportunities, resume-building workshops, and mock interviews.		
			Increase the use of Open Educational Resources (OER) in courses to reduce student costs and improve access to learning materials.		

PC Focused Strategic Priority: Advisory Committees, Affiliations, and Articulations

Affiliations and Articulations	Establish and strengthen institutional and individual relationships with business/industry, education, government, and community-based organizations and key-stakeholders.	**Partners**	*Example: Create three new articulation agreements.*	*Provost and Deans*	*June 2025*
			Develop articulation agreements with universities to ensure seamless transfer pathways for students continuing their education.		
			Maintain a master list of advisory board members across all programs to coordinate communication, streamline updates, and share institutional events.		
			Present Learn and Earn opportunities at all advisory board meetings, with a goal of increasing eligible student participation by 5% over the next academic year.		
			Develop strategic partnerships with regional employers to expand educational reimbursement opportunities and workforce training programs.		
			Implement mobile industry onboarding support training in measurement, tool ID, and PPE to enhance workforce readiness.		
			Host an annual career fair tailored to key industry sectors, including health sciences, business, and applied technology, with a goal of securing 25% on-site interviews for students.		
			Expand partnerships with local high schools and career technical education (CTE) centers to increase dual enrollment, career pathways, and structured transition activities.		
			Increase participation in academic and enrichment camps by actively promoting opportunities to middle and high school students.		
			Develop a coordinated classroom demonstration initiative ("Pierpont Guest Teacher") to engage middle and high school students, prioritizing hands-on experiences in high-demand career fields.		
			Launch a new summer camp program in June focused on industry-recognized certifications (e.g., NC3, iOS Swift) to build early interest in technical fields.		
			Identify and maintain an updated contact list of community-based organizations, ensuring alignment with each academic program's needs.		
			Develop service-learning projects that connect students with local businesses and nonprofit organizations while providing real-world experience.		
			Facilitate faculty and staff participation in nonprofit community boards by assisting with organization matching.		

Accreditation and CFI					
			Recruit successful students and alumni as program ambassadors to support recruitment efforts and industry engagement.		
			Train ambassadors to represent Pierpont at career fairs, high school outreach events, and community engagement activities.		

PC Focused Strategic Priority: HLC Accreditation Status and CFI

Measures flow from People, Programs, and Partners goal areas. Key performance indicators point to the college's capacity and resources to fulfill its mission and vision, such as recognition of the college's value by accrediting agencies and regional stakeholders.	**Performance**	*Example: Create a working group with Board representation to craft Pierpont's written response.*		*Director of Institutional Effectiveness*	*January 2025*
		Enrollment & Student Persistence			
		Launch academic summer camps and track participant enrollment in Pierpont programs to measure long-term impact.			
		Implement a degree audit campaign, requiring regular reviews to ensure timely graduation applications and increase on-time completion rates.			
		Host an annual Signing Day event for high school seniors to celebrate their commitment to Pierpont.			
		Develop a structured early alert system for at-risk students, with alerts submitted within four weeks of each semester to improve intervention rates by 20%.			
		Increase on-time registration by offering in-class registration assistance, aiming for a 95% on-time registration rate each semester.			
		Student Success & Academic Performance			
		Establish an institution-wide End of Program Assessment Day each semester to improve participation in program evaluations.			
		Enhance assessment methods by incorporating project-based learning, presentations, and skills-based competencies.			
		Implement mandatory remediation for students scoring below a "C" on exams, with a goal of reducing remediation rates by 15%.			
		Increase tutoring awareness and utilization by 30% by integrating tutoring services into program-specific courses and hosting a tutoring director-led strategy session each fall.			
		Improve student performance by increasing average test scores in core subjects (Math, Science, and English) by 5 percentage points over two academic years.			
		Achieve 100% adoption of the general education rubric across all program-specific courses by next semester to ensure consistency in competency assessments.			
		Financial Health & Institutional Growth			
		Optimize course scheduling to maximize student enrollment opportunities and reduce under-enrolled sections.			
		Increase revenue through targeted enrollment growth strategies, grant acquisitions, and expanded industry partnerships.			

			Strengthen alumni relations to enhance philanthropic contributions and institutional support.		
			Align academic program offerings with local and regional employment trends to ensure graduates meet workforce demands.		
			Accreditation & Institutional Compliance		
			Ensure all programs meet or exceed accreditation standards, beginning with preparation for the 2026 ACF accreditation site visit for Culinary Arts and Pastry & Baking Arts.		
			Pursue accreditation for Paralegal Studies (PARA) and Early Childhood Education (ECE) through NAEYC, including Laboratory Preschool accreditation.		
			Sponsored Activities & Industry Partnerships		
			Identify and pursue new grant opportunities to support student success initiatives and workforce training programs.		
			Secure additional in-kind corporate support, including equipment donations, industry trainers, and access to training facilities.		
			Develop a tracking system to monitor employment outcomes for program graduates, using the data to highlight student success on institutional social media and LinkedIn.		

Pierpont Community & Technical College
Student Services Operational Plan

Goal	Strategic Plan Alignment	Action Items	Responsible Party	Target Completion Date	NOTES
Enhance Student Services joint activities with academic areas and greater community to increase enrollments.	People	Have an Admissions/Advisor specialist attend academic School meetings.	Admissions/Advising	Ongoing	
		Provide orientation program at new student registration events	Admissions/Advising; AVP	Summer 2024; ongoing	
		Create a series of communications, including videos, to educate students and families regarding changes to federal application for financial aid.	AVP, Student Services & Financial Aid	Late Fall 2024; Spring 2025	
		Increase student engagement with available support services to increase number of students in good "academic standing."	Office of Student Success & academic program coordinators	Ongoing	
		Provide NACADA advisor training for Admissions/Advising specialists.	AVP, Student Services & Exec. Director, Admissions	By Fall 2025	
		Use "case management" approach at 4-week and midterm grading period to discover trends in course-level success rates; consult with course and or program coordinators and deans	AVP, Student Services; Office of Student Success; academic areas	Spring 2025 and ongoing	
		Explore creation of options for students to reduce past balances and satisfy debt to return to college with goal of increasing enrollments of "re-admit" student demographic.	AVP, Student Services; Business Office	Spring 2025 start	
		Conduct program-specific calling and texting campaigns from "inquiry" contacts; impress upon faculty the need to utilize the quarterly updates from Admissions.	Admissions/Advising; program-specific faculty	Begin Spring 2025; ongoing	
		Explore reduction in tuition/fees for metro and out-of-state students to encourage enrollment in online programs; explore ways to compete with much less expensive community college programs offered in other states	Finance Office; IE	For Fall 2025	
		Encourage and sponsor community service projects with learning outcomes that can enhance students' co-curricular experiences, including but not limited to service performed for WV Invests eligibility.*	Student Engagement; Financial Aid	Begin Spring 2025	
Enhance and extend student activities and	Programs	Host "student resource engagement" activities earlier in the semester and throughout operating hours to attract more students; encourage faculty to encourage student participation and or attend with students	AVP, Student Services & Director, Student Success;	Spring 2025 and ongoing	

academic degree completion pathways to increase enrollment, student success, and persistence.			Director, Learning Support; all faculty		
		Create guided pathways for "alternative starts" in all AAS degree programs to attract students who start in "off" semesters, allowing them to graduate in same two-year time frame. Create logical guided pathways for part-time enrollments.	Academic deans in partnership with Marketing and Exec. Director of Admissions & AVP, Student Services	For Fall 2025	
		Create or source free resources to enhance students' entering abilities in reading, math, and composition	AVP, Student Services, in cooperation with academic administration	Beginning midterm Spring 2025	
		Continue to work with faculty in creation of co-curricular activities at institution and program-level	AVP, Student Services; program coordinators	Fall 2024 and ongoing	
		Encourage maximum participation in Federal Student Worker program; embed student learning outcomes regarding professionalism	AVP, Student Services; Financial Aid staff		

			Task	Responsible	Timeline
		Partners	Assist CCT in developing partnerships with the top 5 employers in each county of the service region via attendance at employee-sponsored activities or providing admissions assistance	Exec. Director of Admissions; Marketing; AVP, Student Services	Begin Spring 2025; ongoing
			Continue to partner more intentionally with high school faculty, counselors, and students via activities such as targeted "Experience Pierpont" days.	Admissions/Advising; AVP, Student Services	Begin late Fall 2024; ongoing
			Continue to invite community leaders and business contacts to explore Pierpont via "Experience Pierpont" days	Exec. Director of Admissions	Fall 2024 and ongoing
			Explore strengthening partnerships with four-year colleges/universities for ease of transfer for students pursuing four-year program through academic articulatio agreements.	AVP, Student Services and Registrar in cooperation with academic administration	Spring 2025 and ongoing
Communications			Explore creation of centralized storage for academic advising, Office of Student Success, & Learning Support to to compile historical data and keep track of internal referrals	Exec. Director of Admissions; Director of Learning Support; Director of Student Success	Fall 2025
			Maintain refinements of Phase 1 of CRM tool	Exec. Director of Admissions in conjunction with IT, IE, and academic administration	Ongoing
			Perform degree audits for students who've exited institution prior to degree conferral to reach out to encourage completion and or discover those who've earned a degree by default	AVP, Student Services; Registrar	Spring 2025; ongoing
Resource Allocation		Performance	Perform "auto conferrals" for Skill Sets and embedded CASs	Registrar	Fall 2025; ongoing
			Partner with Alumni Foundation to be able to track graduates (perhaps via Career Services Office, as well); gather personal email information at time of graduation to maintain contact	AVP, Student Services and Registrar in cooperation with IE	Fall 2025
			Enhance academic peer and professional tutoring services to increase student use of services and improve student learning	AVP, Student Services in cooperation with Provost and Associate Provost, Academics & Student Learning	Spring 2025
			Revise Student Success workshops to concentrate on student performance issues earlier in the term, esp. Bboard and email access	Director, Student Success	Begin Spring 2025

Pierpont Community & Technical College
President's Council Focused Strategic Priorities
Finance and Administration Operational Plan

	Goal	Strategic Plan Alignment	Action Items	Responsible People	Target Completion Date
Increase enrollment, retention, and graduation rates; develop and retain employees			**PC Focused Strategic Priority**: Employee Training, Development, and Engagement		
	Encompasses all faculty and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on supporting the professional growth and well-being of faculty and staff.	**People**	*Example: Develop and deliver a survey to gauge employees' requests for training and development*	*Employee relations manager*	*March 2025*
			PC Focused Strategic Priority: Enrollment, Fall-to-Spring Retention, Fall-to-Fall Retention, and Graduation Rates		
	Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.	**People**	*Example: Create and launch an in-person orientation program for new students.*	*Directors in Student Services*	*June 2025*

	PC Focused Strategic Priority: Educational Programs: Career Training and Pathways and Degree Programs				
Career Training and Pathways	Develop and continuously improve all academic programs, including associate degree, certificate, and career and corporate training offerings… provide transparent, high-value, stackable learning opportunities leading to additional studies, industry-recognized credentials, workplace readiness, and gainful employment.	**Programs**	*Example: Develop a two-year nursing program that bridges LPN to RN.*	*Provost and Dean*	*December 2026*
	PC Focused Strategic Priority: Advisory Committees, Affiliations, and Articulations				
Affiliations and Articulations	Establish and strengthen institutional and individual relationships with business/industry, education, government, and community-based organizations and key-stakeholders.	**Partners**	*Example: Create three new articulation agreements.*	*Provost and Deans*	*June 2025*
	PC Focused Strategic Priority: HLC Accreditation Status and CFI				
Accreditation and CFI	Measures flow from People, Programs, and Partners goal areas. Key performance indicators point to the college's capacity and resources to fulfill its mission and vision, such as recognition of the college's value by accrediting agencies and regional stakeholders.	**Performance**	Evaluate tuition and fee revenues compared to budget on a weekly basis to identify any revenue shortfalls or surpluses. Communicate results of comparisons and recommend any needed actions to the President's Cabinet, President's Council, and Board of Governors Finance Committee.	VP of Finance and Administration	Continuing established process.
			Facilitate the annual budget development process for the upcoming fiscal year. • Review existing budget for any budget surpluses or budget shortfalls situations that may exists throughout the institution. • Secure from all Budget Managers any budget needs or budget surpluses for the upcoming Fiscal year. • Compile projected changes to tuition and fees, budget surpluses, shortfalls, needs into budget planning document. • Review compiled budget planning document with President's Council. President's Council evaluates and ranks complied budget items as mandatory, high priority, medium priority, or low priority needs for the upcoming fiscal year.	VP of Finance and Administration	December 2024 – May 2025. Repeated annually.
			Encouraged additional engagement and meetings of Board of Governors Finance Committee during tuition and fee changes annual decision and budget development timeframes.	VP of Finance and Administration	February 2025.

		Provided additional training and education to Board of Governors Finance Committee on details that make up institutional tuition and fees revenues.	VP of Finance and Administration	February 2025.
		Facilitate review of prioritized budget planning document and finalization of upcoming fiscal year budget with Board of Governors Finance Committee.	VP of Finance and Administration	February – May 2025. Repeated annually.
		Facilitate review of institutional recommended changes to tuition and fees for the upcoming academic year with Board of Governors Finance Committee.	VP of Finance and Administration	February – March 2025. Repeated annually.
		Supervised the development of estimated Composite Financial Index (CFI) scenarios for current and upcoming fiscal year.	VP of Finance and Administration and Director of Accounting	October – November 2024
		Supervised the completion of annual financial audit.	VP of Finance and Administration and Finance Office Staff	May – October annually
		Hired new Safety, Security and Facilities Director	VP of Finance and Administration	October – December 2024
		Facilitate institutional coordination with architectural services concerning upcoming capital projects and deferred maintenance projects	VP of Finance and Administration	
		Facilitate collection and reporting of financial data related to academic program reviews.	VP of Finance and Administration, Controller, and Accounting Staff	Annually
		Respond to WV Governor Executive Orders	VP of Finance and Administration, Director of Procurement	February 2025
		Coordinate with Human Resources the development of a formal process for approval of new hires with salaries above the existing budget amount.	VP of Finance and Administration	May 2025

Pierpont Community & Technical College
President's Council Focused Strategic Priorities
Career & Corporate Training Operational Plan

	Goal	Strategic Plan Alignment	Action Items	Responsible People	Target Completion Date
	PC Focused Strategic Priority: Employee Training, Development, and Engagement				
Increase enrollment, retention, and graduation rates; develop and retain employees	Encompasses all faculty and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on supporting the professional growth and well-being of faculty and staff.	**People**	Complete Hand Tool ID/Safety NC3 professional development	CCT Specialist	March 2025
			Facilitate NC3 internal train-the-trainer professional development/cross training to increase training capacity and support professional growth faculty and adjuncts	CCT Director, BAT Dean, NC3 trainers	August 2025
			Attend four new NC3 train-the-trainer professional development trainings	CCT Director, BAT Dean, trainers	December 2026
	PC Focused Strategic Priority: Enrollment, Fall-to-Spring Retention, Fall-to-Fall Retention, and Graduation Rates				
	Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.	**People**	Expand career training offerings to Braxton County Campus	CCT Director, Deans	May 2025
			Create a schedule for targeted mobile training offerings within our 13-counties-perhaps partnering with CTE centers	CCT Director	October 2025
			Attend K-12 CTE and middle school career fairs/events to highlight career pathways and career training offerings	CCT Team, Career Services Navigator	March/April 2025
			Revise CCT participant feedback form and achieve a 50% response rate	CCT Team	August 2025
			Integrate CCT application with the Target X application leading to a single Pierpont application	CCT Director, Admissions Director	July 2025
			Host summer camps to expose participants to career training and academic programming	CCT Director, Deans, Program Coordinators	August 2025

		Expand use of the ATC testing center for certifying exams within Pierpont programs	Testing Coordinator, Deans, Faculty	May 2026
		Increase awareness of customized training opportunities	CCT Team, Advisory Committees, Program Coordinators	
		Revise and update Career and Corporate Training Website to improve accessibility and clarity	CCT Director, Marketing Director	June 2025
		Revise and update Testing Center Website to improve clarity and increase user engagement	CCT Director, Testing Center Coordinator, Marketing Director	August 2025

PC Focused Strategic Priority: Educational Programs: Career Training and Pathways and Degree Programs

Career Training and Pathways	Programs			
Develop and continuously improve all academic programs, including associate degree, certificate, and career and corporate training offerings… provide transparent, high-value, stackable learning opportunities leading to additional studies, industry-recognized credentials, workplace readiness, and gainful employment.		Increase NC3 career training offerings by four (4)	CCT Director, Deans	December 2026
		Increase Learn & Earn grant participation by six (6) new businesses	CCT Director and Program Coordinators	December 2025
		Develop an HVAC career training that supports both residential and commercial industries	CCT Director, Advisory Committee, Provost	May 2026
		Develop prior learning credit pathways from current CCT career trainings into academic programming	CCT Director, Deans, Program Coordinators	August 2025
		Align NC3 certifications to academic course credit	CCT Director, Deans	
		Develop 'essential skills' micro credential and other micro credentials as accelerated offerings aligned with academic credit	CCT Director, Deans	December 2025

PC Focused Strategic Priority: Advisory Committees, Affiliations, and Articulations

Affiliations and Articulations	Partners			
Establish and strengthen institutional and individual relationships with business/industry, education, government, and community-based organizations and key-stakeholders.		Engage intentionally with Chambers of Commerce in service region counties to expand awareness of career pathways and to foster business/industry partnerships	CCT Director, Provost	December 2025
		Create and convene a Career and Corporate Training Advisory Board	CCT Director	May 2025
		Host Lunch & Learn to share the Learn & Earn Grant Opportunity	CCT Director	May 2025

PC Focused Strategic Priority: HLC Accreditation Status and CFI

Accreditation and CFI	Performance			
Measures flow from People, Programs, and Partners goal areas. Key performance indicators point to the college's capacity and resources to fulfill its mission and vision, such as recognition of the college's				

	value by accrediting agencies and regional stakeholders.				

Pierpont Community & Technical College
Human Resources Operational Plan – FY 26

	Goal	Strategic Plan Alignment	Action Items	Responsible Party	Target Completion Date
Develop and Retain Talented Faculty and Staff	Improve 2024 Employee Survey Results 1. Improve Score for "There is good communications at Pierpont" to at least Client Base Score 2. Improve Survey Participation Rate to 64% 3. Improve score for "I believe the College offers adequate training" to least the Client Base score. 4. Improve "Favorable Engagement Rating" from 60% to 70%	People			
			Develop Employee Communication Plan in conjunction with Marketing.	George Perich	April 30, 2025
			Publicize and remind employees about the importance of the survey. Tie positive changes to the survey results. Provide sufficient incentive to participate in the survey.	Human Resources Pierpont Leadership	Ongoing
			Develop Professional Development Plan (See Below).		
			Continue to improve Recruitment/Hiring Process to improve quality of candidates: Add Employe Testimonials to Employment Webpage Add Recruitment Video to Employment Webpage Conduct Behavioral Interview training for all potential interviewers. Increase breadth of recruitment	Human Resources	Ongoing
			Conduct Monthly "Pulse Survey" using existing BambooHR process.	Human Resources	Ongoing
Professional Development	Implement Professional Development Plan	People	Provide Faculty and Staff at least two Training sessions relevant to their position or skill set in FY25. Subjects may include Behavioral Interviewing, Managing Change, Legal HR Issues, Excel, and Workplace Communications	Human Resources	June 30, 2025
			Solicit input from a wide variety of sources using various avenues to gather information on what the training needs are throughout the organization	Human Resources	Ongoing
			Program Evaluation will meet or exceed 70% positive responses for all sessions.	Human Resources	Ongoing
			Develop plan to use Vector to meet training needs.	Human Resources	April 30, 2025

Reward & Recognition	Create an employee Reward and Recognition Process that may include social, financial, a sense of belonging, and public recognition.	People	Create an Employee driven Reward and Recognition Team.	Human Resources	April 30, 2025

			The Reward and Recognition team will create a draft plan for Cabinet review. Plan may include:
			1. Reward/ Recognition
			   a. Employee Committee
			   b. Dinner/Luncheon
			   c. Awards:
			      i. Francis Pierpont Award=Embodies core values and advances mission
			      ii. Innovation Award= system improvement and/or positive change
			      iii. Distinguished Customer Service Award
			      iv. Community Service Award
			      v. Years of Service (1 year recognition; 5 yr. increments for memento)
			   d. Instant Peer/Customer Recognition
				Human Resources/R&R Team	May 31, 2025

					Ongoing
Employee	Maintain or improve current Turnover Rate of 10.6%.	People	Conduct Exit interviews on all employees leaving the organization to identify reasons for attrition		Ongoing
			Conduct "Stay Interviews" for longer term employees to identify reasons employees remain with Pierpont.		Ongoing

Pierpont Community & Technical College
President's Council Focused Strategic Priorities
IT Operational Plan

Goal	Strategic Plan Alignment	Action Items	Responsible People	Target Completion Date
PC Focused Strategic Priority: Employee Training, Development, and Engagement				
Encompasses all faculty and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on supporting the professional growth and well-being of faculty and staff.	**People**	Find training for the IT department to advance the professional growth to provide better service to our Staff and Students.	IT Director	Ongoing
		Improve and expand the IT ticketing system to the Marketing, Facilities, and IE Departments.	IT with Partnership of Marketing, Facilities, and IE.	July 2025
PC Focused Strategic Priority: Enrollment, Fall-to-Spring Retention, Fall-to-Fall Retention, and Graduation Rates				
Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.	**People**	The IT Department will continue to support and be part of the ongoing orientations that are scheduled on campus.	IT Department	Ongoing
		Continue to work with Student Services and CWE on the process for incoming Student applications.	IT Department	Ongoing

(Vertical left-margin text): Increase enrollment, retention, and graduation rates; develop and retain employees

Career Training and Pathways	**PC Focused Strategic Priority**: Educational Programs: Career Training and Pathways and Degree Programs				
	Develop and continuously improve all academic programs, including associate degree, certificate, and career and corporate training offerings… provide transparent, high-value, stackable learning opportunities leading to additional studies, industry-recognized credentials, workplace readiness, and gainful employment.	**Programs**	Continue refreshing hardware in classrooms, Employee/Staff computers, and other priority areas where needed to provide a more efficient working environment.	IT Department	Yearly
			Refresh and expand the wireless infrastructure at Aviation	IT Department	October 2025
Affiliations and Articulations	**PC Focused Strategic Priority**: Advisory Committees, Affiliations, and Articulations				
	Establish and strengthen institutional and individual relationships with business/industry, education, government, and community-based organizations and key-stakeholders.	**Partners**	Continue to work with the other support departments of Marketing, Facilities, and IE to help communicate out the messaging of the new Help Desk for those departments.	IT with Partnership of Marketing, Facilities, and IE.	July 2025
Accreditation and CFI	**PC Focused Strategic Priority**: HLC Accreditation Status and CFI				
	Measures flow from People, Programs, and Partners goal areas. Key performance indicators point to the college's capacity and resources to fulfill its mission and vision, such as recognition of the college's value by accrediting agencies and regional stakeholders.	**Performance**	Review all IT contracts to cut spending on unneeded applications or investigate cheaper alternatives.	IT Director	Ongoing
			Review and negotiate all existing contracts the IT Department currently have.	IT Director	Ongoing

Pierpont Community & Technical College
President's Council Focused Strategic Priorities
Marketing Operational Plan

	Goal	Strategic Plan Alignment	Action Items	Responsible People	Target Completion Date
Increase enrollment, retention, and graduation rates; develop and retain employees			**PC Focused Strategic Priority**: Employee Training, Development, and Engagement		
	Encompasses all faculty and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on supporting the professional growth and well-being of faculty and staff.	**People**	Improve marketing request efficiency and brand consistency through campus-wide education on the request form and staff training on branding guidelines.	Marketing Team	Process March 2025; Training April 2025
			Explore outsourcing time-intensive marketing tasks that may be economically performed by a vendor, such as website updates/maintenance, business cards, graphic design, writing, digital media placement, etc.	Marketing Director	May 2025
			Find training for the marketing department to use to grow knowledge and skills within the higher education marketing field.	Marketing Team	Ongoing
			Incorporate a featured employee campaign through social media and the newsletter. Launch features in conjunction with National Employee Appreciation Month.	Marketing Team	March 2025
			Partner with HR to establish bi-monthly staff headshot sessions and concurrently update the staff directory with photos and bios.	Assistant Director of Marketing	Begin in April 2025, ongoing
			Streamline faculty and staff communications to a once-a-week communication via e-news.	Assistant Director of Marketing	April 2025
			PC Focused Strategic Priority: Enrollment, Fall-to-Spring Retention, Fall-to-Fall Retention, and Graduation Rates		
	Encompasses all student demographics, potential students, faculty, and staff. Advance a supportive environment where everyone can thrive in fulfillment of our college mission and vision. Objectives focus on enhancing the recruitment, retention, and success of students.	**People**	In collaboration with deans, rank each program priority #1, priority #2, and priority #3.	Marketing Director and Deans	March 2025
			Meet and collaborate once a semester with the deans and program heads. Discuss program-specific marketing based on program priority/rank.	Marketing Director, Deans, and Executive Director of Admissions, Recruiting & Student Engagement	Beginning of Spring and Fall semesters
			Develop a highly targeted Summer and Fall 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing Director	Mid-March 2025
			Evaluate the current budget spend on traditional advertising (billboards, newspapers, television, etc.); reallocate, as appropriate, to targeted digital advertising.	Marketing Director	April 2025
			Update materials for orientation and design post cards to mail to submitted applicants and inquiries.	Marketing Team, Executive Director of Admissions, Recruiting & Student Engagement	Guide by Early March. First postcard by mid-March. Final piece early August.

			Task	Responsible	Timeline
			Audit the student recruitment pipeline from recruitment to enrollment, including a communication/creative review that aligns messaging across the institution.	Marketing Director and Executive Director of Admissions, Recruiting & Student Engagement	June 2025
			Meet and collaborate with the enrollment/recruitment every two weeks. Use data to inform decisions and create enrollment campaigns for Summer and Fall 2025.	Marketing Director and Executive Director of Admissions, Recruiting & Student Engagement	March 2025
			Meet and collaborate monthly with the larger enrollment team.	Marketing Team and Enrollment/Recruitment Team	April 2025
			Develop an integrated marketing communications plan for FY 26 focused on enrollment, brand awareness and new opportunities. Incorporate career training and pathways into marketing targeting.	Marketing Director	June 2025
			Target traditional and adult learners to attend recruitment and retention events, tours, etc.	Marketing Team in partnership with Enrollment/Recruitment	Ongoing
			Incorporate a featured student campaign through social media and the newsletter.	Assistant Director of Marketing	April 2025
			Create a testimonial video series, focusing initially on those graduating, to tell student's stories, highlighting to prospective students that they can do it too. Create more opportunities within this for students to share their stories.	Marketing Team	Launch May 2025
			Conduct an updated brand refresh/review to refresh messaging, update the color palette and font faces.	Marketing Team	May 2025
			Develop and implement a creative and engaging community-focused experiential campaign to attract prospective students. This campaign will serve as a component in the FY26 Marketing Plan. The campaign will feature interactive experiences to showcase the college's offerings and foster a sense of belonging.	Marketing Team	July 2025
			Improve event promotion across the college with a revised event calendar application to allow team members to submit events for the website.	Marketing Team	April 2025
			Collaborate with student services to streamline student communications to a once-a-week communication via e-news.	Assistant Director of Marketing and Student Services	April 2025
			Create guidelines for committees to appoint a communication liaison to ensure efficient communication between the marketing department and various College committees without the need for a marketing representative to attend all committee meetings.	Marketing Team and Committee Chairs	April 2025
			Support faculty and staff at their community student recruitment events by providing College-branded: • print materials, such as brochures, and • displays (pop-up banners, tablecloths, etc.), and • merchandise (pens, lanyards, water bottles, etc.), and • fillable templates for program faculty and staff to create print-on-demand program-specific flyers/handouts.	Marketing Team	Ongoing

			Support faculty and staff with their community/stakeholder outreach by providing College-branded one-sheeter about Pierpont's impact (for legislators, counselors, community leaders, etc.)	Marketing Team and IE	April 2025
Career Training and Pathways		**PC Focused Strategic Priority**: Educational Programs: Career Training and Pathways and Degree Programs			
	Develop and continuously improve all academic programs, including associate degree, certificate, and career and corporate training offerings… provide transparent, high-value, stackable learning opportunities leading to additional studies, industry-recognized credentials, workplace readiness, and gainful employment.	**Programs**	Create segmented marketing campaigns to promote upcoming Career and Corporate Training opportunities, identifying specific target audiences. Utilize earned, owned, and paid media to grow awareness of the offerings and increase registrations within a targeted geo location based on the training offerings.	Marketing Team	March 2025
			Optimize website for search engines to improve visibility of career training programs. Create separate pages for each career and corporate training offering to improve the user experience.	Marketing Team	March 2025
			Collect and highlight testimonials from those who have completed the career and corporate trainings. Feature these stories on the college website, social media, and marketing materials.	Marketing Team in partnership with CCT	May 2025
			Redesign program pages to optimize user experience, enhance discoverability through improved SEO, and strengthen the connection between academic programs and corporate training opportunities. Begin with priority programs and experiment with the content and design. Finalize the content needs to send to the rest of the program coordinators.	Marketing Team	Priority Programs completed by Mid-April, the rest by June 2025
			Conduct Marketing Research on local and regional industry needs to identify high-demand career training and pathway opportunities. Analyze competitor offerings and identify gaps in the market.	Marketing Director	May 2025
			Incorporate a request more information type of form to the Career and Corporate Training offerings to capture interest, as well as grow a list of those interested in specific kinds of programmatic offerings. Develop a communications plan or kind of newsletter for keeping these contacts engaged. Incorporate promotions for further educational opportunities within Pierpont.	Marketing Team in partnership with CCT	Form in March 2025, Comm plan in April 2025
			Support promotion of any new programs, creating a new program marketing announcement plan. Additionally, support promoting any programs offering new times to reach new audiences.	Marketing Team	Ongoing
Affiliations and Articulations		**PC Focused Strategic Priority**: Advisory Committees, Affiliations, and Articulations			
	Establish and strengthen institutional and individual relationships with business/industry, education, government, and community-based organizations and key-stakeholders.	**Partners**	Announce new articulation agreements through public relations and local media.	Marketing Director	Ongoing
			Build and enhance relationships with local media outlets to secure positive coverage of Pierpont's programs, events, and partnerships.	Marketing Director	Ongoing
			Partner with community organizations to participate in local events, sponsor initiatives, and offer workshops or presentations. Encourage partners to share content on social media promoting the events and partnerships.	Marketing Team	Ongoing
			Create and distribute photography guidelines to help increase campus partners' participation in capturing campus moments to send to the marketing department for social media, promotional materials, and more.	Assistant Director of Marketing	May 2025

		Support faculty and staff in coordinating with enrollment/recruitment advisors to foster relationships with community stakeholders and create opportunities for outreach events.	Enrollment/Recruitment, Deans, Program Coordinators, Marketing Team	Ongoing
		Direct all official communications for the institution, including crisis communications. Manage the institution's public image/reputation and the dissemination of information through strategic public relations efforts (press releases, media relations, social media, etc.)	Marketing Director	Ongoing
		Strengthen alumni relationships year-round by showcasing alumni success stories, in collaboration with the Foundation. Build out the alumni connection opportunities and implement a quarterly newsletter.	Marketing Director	April 2025
PC Focused Strategic Priority: HLC Accreditation Status and CFI				
Accreditation and CFI	Measures flow from People, Programs, and Partners goal areas. Key performance indicators point to the college's capacity and resources to fulfill its mission and vision, such as recognition of the college's value by accrediting agencies and regional stakeholders.	**Performance**	Streamline meeting attendance to (1) enrollment/recruitment + marketing meetings, (2) school/program meetings (cadence for attendance needs to be determined), (3) president's council, and (4) board of governors. A communications liaison should be appointed for all other meetings with marketing implications.	Marketing Director	Spring 2025
			Create and fill two marketing roles that maximize the marketing department's impact on the College's enrollment.	President, Marketing Director	March 2025
			Optimize marketing spend to increase inquiries and applications by analyzing performance metrics and reallocating budget to high-performing channels.	Marketing Director	Ongoing
			Create metrics that align marketing and enrollment/recruitment toward the same measurable targets and support the 2024 – 2026 Strategic Alignment Plan.	Marketing Director, Executive Director of Admissions, Recruiting & Student Engagement, and IE	April 2025
			Manage the digital marketing campaigns, continuing to optimize the campaigns based on the marketing plan and the marketing budget.	Assistant Director of Marketing	Optimization beginning mid-April, ongoing
			Track and report performance metrics jointly determined by enrollment/recruitment and marketing. Cadence should align with enrollment campaigns to determine needed pivots going into the next enrollment campaign.	Marketing Director and Enrollment/Recruitment	Track the Summer/Fall campaign, incorporate learnings into FY26 Marketing Plan