Draft Objective Whys:

1. **Advance student entry, reentry, retention, and completion strategies**

Barton will increase access to higher education through new student recruitment and retention initiatives to allow more students to attain career, educational, and technical skills, grow workforce, and build strong communities.

Two sentences? Do not like the one sentence.

How to:

- Create a strategic enrollment committee to enhance student recruitment efforts throughout the College.
- Optimize the Enrollment Rx platform to improve its technological effectiveness.
    - (NEEDS WORK – want to change to imply we're using it to help us help students)
- Strengthen communication strategies to increase student engagement
    - retention and completion – ex. targeted retention messaging – "you should be enrolling now", enrollment Rx will help with this for new students
    - Inventory current practices then organize into wholistic plan
- Focus efforts to remove barriers to student completion (whatever that looks like for them – may not mean a degree/certificate)
    - Coaching students on how to complete (ADC is doing this well, faculty and advisement support)
    - Job secured after grad

Others discussed:
- Empower faculty to take a part in retention strategies
- Student success plans
- Facilities

2. **Foster excellence in teaching and learning**

Barton will promote a trusting, supportive, and innovative learning environment that empowers faculty to excel in teaching and inspires students to become lifelong learners.

- Implement instructional standards throughout faculty hiring, onboarding, evaluation processes and course development
- Perform all forms of assessment – course, co-curricular, student learning, program
- Maintain sufficient faculty and staff to provide quality engagement opportunities and to meet accreditation requirements

3. ~~Expand partnerships & public recognition of Barton Community College.~~

**Strengthen partnerships and promote community engagement ~~with Barton Community College~~**

Barton will nurture relationships with partners and connect with the communities we serve to create value for stakeholders, build collaboration, and enhance educational opportunities.

4. ~~Promote a welcoming environment that recognizes and supports student and employee engagement, integrity, inclusivity, value, and growth.~~

**Ensure a welcoming experience**

Barton will support a culture that upholds integrity, values personal and professional growth, and access for all.

5. ~~Develop, enhance, and align business processes~~

**Optimize operational practices**

Barton will ~~develop, enhance, and~~ align processes to increase efficiency and effectiveness while being responsible stewards of the resources entrusted to us.

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