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

Barton will enhance student access to higher education with recruitment and retention initiatives, allowing students to achieve their educational objectives.

How to:

* Create a strategic enrollment committee to address student recruitment efforts throughout the College to increase enrollment.
* Optimize the College’s current use of the Enrollment Rx platform to improve its technological effectiveness, enhancing communication to prospective 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 advance student retention and completion through implementation of the Barton Student Success Plan and other internal systems.
1. **Foster excellence in teaching and learning**

Barton will promote an environment that drives and supports faculty excellence in teaching and inspires students to become lifelong learners.

* Implement instructional standards that promote consistency in course design and establish teaching expectations.
* Ensure assessment of student learning occurs throughout the instructional system.
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* Meet the Annual Performance Agreements set forth by the Kansas Board of Regents to ensure Barton achieves First Funding Tier of any newly allocated funds.

Equip students, faculty, and staff with the knowledge and tools to navigate a rapidly evolving innovative and technological landscape

1. **Strengthen partnerships and promote community engagement**

Barton will nurture relationships with partners and connect with the communities we serve to create value for stakeholders, build collaboration, and enhance educational opportunities.Increase or enhance engagement with USD and business partnership – focus on specific ones each year

Build corporate sponsorship program

Strategic partnership “department” or owner?

This brings up the question of the IA model – is it a conversation we need to have about going “all in” with IA

Evaluating new programs that are in high demand to meet industry needs.

PR vs. Communications and resourcing?

Alumni and student programming – career services, roundtables, mentoring and volunteer opportunities, alumni events – also fits under #4?

Increase Barton student, faculty, staff presence and visibility in community service and events in the communities surrounding our campuses – use the VIA software to track and attach a dollar amount

Capture information about folks that are choosing to engage with Barton and the things we are doing

Ensure partnerships are utilized to promote innovation, operation, and service

Identify and track opportunities for engagement and service in area communities

1. **Ensure a welcoming experience**

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

 Demonstrate use of student, employee, and partner surveys to create and improve the Barton experience

Ensure a culture of customer service

Promote a culture of appropriate use (or good stewardship) of professional development funds to benefit the growth of employees, efficiency of operations, and success of students

Alumni and student programming – career services, roundtables, mentoring and volunteer opportunities, alumni events – also fits under #3?

Culture-building

1. **Optimize operational practices**

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

We use Total Grant Dollars Raised as a KPI in this category. While this is useful, this is where we can work with Institutional Advancement and Grants to be strategic in which grants we seek and the process for making sure we are ready when major grants are announced. - Add the Big IDEA initiative?

Let’s focus a statement on fully implementing Insights here. This is a step towards better utilizing our data.

Increasing communication through open forums? Any other methods?

Evaluating facilities that are outdated or aging – add making a capital outlay planning process and develop a plan

Evaluating projects, initiatives, and programs for ROI and making decisions for resourcing as necessary. This does not mean that all ROI is measurable, but it should be a key point in these discussions. It should also be transparent, to help folks feel engaged and buy in, even when things they like aren’t getting good ROIs

Develop an employee onboarding program or standard that is customizable for different departments, build employee engagement – focus on hiring/retention of staff

ELT suggestions/comments:

* keep the end-user/stakeholder in mind
* measure faculty/staff/student in community
* also be good stewards of the Barton brand
* strategic planning processes fall here
* moving to electronic/digital recordkeeping can go here