

A large, stylized, light gray graphic of a bulldog's head with its mouth open, showing teeth and whiskers, occupies the top right portion of the cover. The graphic is partially cut off by the top and right edges. Below the graphic, the cover features a white background with a large, dark blue diagonal stripe running from the top right towards the bottom left. A lighter blue triangular shape is visible in the bottom right corner.

STRATEGIC PLAN

2025-2028

BARTON
COMMUNITY COLLEGE

Barton Community College Strategic Plan



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MESSAGE FROM THE PRESIDENT

I am pleased to present Barton Community College's 2025-2028 strategic plan. This plan will guide Barton's continued tradition of excellence over the next several years. Throughout the planning process, the College's mission was at the forefront of each decision. Colleges are facing challenges today unlike any other time in our history. Our strategic plan provides a very intentional path forward to help us navigate these challenges, continuing to provide a quality education and support students as they pursue their goals. As a result, we will prepare students for successful transfer or career opportunities while enhancing economic development in Barton County, our seven-county service area, and throughout Kansas. Please feel free to reach out with any questions about our strategic plan.

Go Barton!

Marcus Baustechi

FRAMEWORK

The Strategic Planning Framework is the process through which Barton Community College operates to achieve its Mission and Vision. This framework is the foundation of a strategic management approach in which Barton's leadership team takes responsibility for:

- Driving Student Success by tracking progress and improving teaching and learning.
- Cultivating Community Engagement by fostering and recognizing the value of partnership with community members and businesses.
- Optimizing the Barton Experience for students, the community, and employees by initiating dialogue and feedback opportunities.
- Emphasizing Institutional Effectiveness by defining data and resources critical to planning strategically for the college's current and future goals.

Planning is most effective as part of the day-to-day management of the college, as it guides the work we do. Barton's strategic plan begins with and is guided by the college mission:

The college's planning process provides a framework for planning that creates a structured, mission-centered, strategic context for conducting the essential work of the institution and a flexible approach for executing that work through the various units of the college.

1. The Barton Mission comes first.
2. The Strategic Plan and Board ENDS are central and internal.
3. The KBOR Strategic Plan and HLC accreditation are key influencers of the planning process..
4. Goals, priorities, and reports guided by Barton's Mission will help focus alignment.



MISSION

Barton's strategic plan begins with, and is guided by the college Mission:

Barton offers exceptional and affordable learning opportunities supporting student, community, and employee needs.

VISION

Our vision describes our desired future:

Barton Community College will be a leading educational institution, recognized for being innovative and having outstanding people, programs and services.

CORE PRIORITIES

The college enacts the Mission through four standing Core Priorities:

1. Drive Student Success
2. Cultivate Community Engagement
3. Optimize the Barton Experience
4. Emphasize Institutional Effectiveness

STRATEGIC GOALS

Strategic Goals are detailed means of achieving our Mission, Vision, and Core Priorities:

1. Advance student entry, reentry, retention, and completion strategies
2. Foster excellence in teaching and learning
3. Strengthen partnerships and promote community engagement
4. Ensure a welcoming experience
5. Optimize operational practices

KEY PERFORMANCE INDICATORS

Barton's strategic plan provides Key Performance Indicators (KPIs) to analyze the current state of progress towards the College's success. These KPIs will be reported annually.

Student Completion

Degree/Certificate Completion
Program Completion (100%, 150%, 200%)

Student Learning

Student Learning Outcomes/
Program Assessment

Composite Financial Index

CFI Score



Student Success

Fall to Fall Retention Rates
Course Completion

Enrollment

Total Headcount/Credit Hours



Partnerships

Partner Impact

Barton Experience

RNL Student Services Survey
Climate Survey
Employee Climate Survey

Grants

Total Grant Dollars Received



TIMELINE

The Strategic Plan Framework creates a foundation for effective planning. To sustain this approach, college leadership will engage in planning activities following the cycle below:

Barton Strategic Planning Timeline (July 1 to June 30 annually)												
Group Responsibilities	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Executive Leadership: review and update College Mission & Strategic Plan	Quarterly Progress Review			Quarterly Progress Review			Quarterly Progress Review			Quarterly Progress Review		
President’s Staff: receives regular data updates	Institutional Effectiveness will regularly update and report as necessary.											
Leadership & Faculty: finalize plans & approve budgets		All departments conduct program reviews & strategic budget development.										
VPs, Deans, & Directors: lead collaborative financial planning						Departmental plans reviewed to specify which projects will be undertaken.						
VPs, Deans, & Directors: report and interact	Solicit feedback from and brief Board of Trustees, the Barton Community, Kansas Board of Regents, Higher Learning Commission, and other regulating institutions on the progress of Barton’s Mission, Priorities, and Strategic Goals.											

BOARD OF TRUSTEES ENDS MONITORING REPORTS

With Mission and governance style consistent with Board policies, the Board will follow an annual agenda which will include monitoring reports to evaluate progress toward the achievement of the Board's ENDS:

END	TITLE	END	TITLE
1.	Fundamental Skills	5.	Regional Workforce Needs
2.	Work Preparedness	6.	Barton Services and Regional Locations
3.	Academic Advancement	7.	Strategic Planning
4.	Barton Experience	8.	Contingency Planning

STRATEGIC GOALS AND RELATED INITIATIVES

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

Barton will increase student access to higher education with enhanced recruitment and retention efforts, allowing students to achieve their educational objectives.

- 1.1 Create a strategic enrollment committee to develop comprehensive student recruitment and retention efforts to increase enrollment throughout the college.
- 1.2 Strengthen communication strategies to increase current student engagement.
- 1.3 Advance student retention and completion through implementation of the Barton Student Success Plan and other best practices.

2. 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.

- 2.1 Define artificial intelligence (AI) in the instructional setting, sponsor professional development for faculty, and identify methods for communicating AI use to students.
- 2.2 Utilize Instructional Reviews to ensure the assessment of student learning throughout the instructional system.
- 2.3 Meet the Annual Performance Agreements set forth by the Kansas Board of Regents to ensure Barton achieves First Funding Tier of allocated funds.
- 2.4 Provide students, faculty, and staff with the resources needed to navigate a rapidly evolving educational landscape.
- 2.5 Ensure graduates are career and/or transfer ready.

3. Strengthen partnerships and promote community engagement

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

- 3.1 Enhance engagement with existing or emerging partners, including, but not limited to:
 - Unified School Districts
 - Workforce
 - Postsecondary Institutions
 - Local Chamber of Commerce and Economic Development Organizations
- 3.2 Evaluate potential academic programs to meet industry and stakeholder needs.
- 3.3 Increase and promote student, faculty, and staff involvement in communities throughout the college's service area.
- 3.4 Establish the Alumni and Friends Association to increase Barton student and alumni connections.

4. Ensure a welcoming experience

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

- 4.1 Demonstrate use of student, employee, and partner feedback to create and improve the Barton experience.
- 4.2 Prioritize Barton's culture of customer service with dedicated activities and events that promote quality experiences.
- 4.3 Demonstrate commitment to the college's integrity values: fairness, courage, honesty, responsibility, trust and respect.

5. Optimize operational practices

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

- 5.1 Increase funding sources through federal, state, local and private grants to support institutional goals and priorities.
- 5.2 Increase donor engagement and stewardship to support college goals and priorities.
- 5.3 Implement forward-focused technologies to integrate and support processes.
- 5.4 Sustain effective cyber and physical security practices to mitigate risks and vulnerabilities.
- 5.5 Optimize the growth of employee and efficiency of operations.

MISSION ALIGNMENT

The KPI Metrics, Strategic Goals, and Core Priorities align with the Mission Statement below.

KPI Metric	Strategic Goals	Core Priorities	Mission Statement	HLC Criteria
1. Student Success 2. Student Completion	Advance student entry, reentry, retention, and completion strategies	Drive Student Success	"Learning Opportunities"	Mission
3. Student Learning	Foster excellence in teaching and learning.		"Support Student Needs"	Integrity: Ethical and Responsible Conduct
4. Partnerships 5. Enrollments	Strengthen partnerships and promote community engagement	Cultivate Community Engagement	"Support Community Needs"	Teaching and Learning: Quality, Resources, and Support
6. Barton Experience	Ensure a welcoming experience	Optimize the Barton Experience	"Support Student and Employee Needs"	Teaching and Learning: Evaluation and Improvement
7. Composite Financial Index 8. Grants	Optimize operational practices	Emphasize Institutional Effectiveness	"Exceptional and Affordable"	Institutional Effectiveness, Resources and Planning

STRATEGIC PLANNING ASSESSMENT

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

Barton will increase student access to higher education with enhanced recruitment and retention efforts, allowing students to achieve their educational objectives.

Initiative	Champions	Report Out Time	Goals	Supporting Data	Progress Updates	Results
1.1 Create a strategic enrollment committee to develop comprehensive student recruitment and retention efforts to increase enrollment throughout the college.	Strategic Enrollment Committee					
1.2 Strengthen communication strategies to increase current student engagement.	VP of SS, Assc. Dean of Instruction, Communications Workgroup, Director of Student Academic Development					
1.3 Advance student retention and completion through implementation of the Barton Student Success Plan and other best practices.	Student Success Alliance					

2. 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.

Initiative	Champions	Report Out Time	Goals	Supporting Data	Progress Updates	Results
2.1 Define artificial intelligence (AI) in the instructional setting, sponsor professional development for faculty, and identify methods for communicating AI use to students.	Deans Council, Academic Integrity Council					
2.2 Utilize Instructional Reviews to ensure the assessment of student learning occurs throughout the instructional system.	VP of Instruction & Instructional Review Committee					
2.3 Meet the Annual Performance Agreements set forth by the Kansas Board of Regents to ensure Barton achieves First Funding Tier of allocated funds.	VP of Instruction					
2.4 Provide students, faculty, and staff with the resources needed to navigate a rapidly evolving educational landscape.	Center for Learning Excellence, VP of Instruction, Dir. of Student Academic Development					
2.5 Ensure graduates are career and/or transfer ready.	Dir. of Military Academics, Tech. Ed. and Outreach Programs, Exec. Dir. of Healthcare and Public Service Ed., Exec Dir. of Ag & Industry Education					

3. Strengthen partnerships and promote community engagement

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

Initiative	Champions	Report Out Time	Goals	Supporting Data	Progress Updates	Results
3.1 Enhance engagement with existing or emerging partners, including, but not limited to: • Unified School Districts • Workforce • Postsecondary Institutions • Local Chamber of Commerce and Economic Development Organizations	Instructional Council					
3.2 Evaluate potential academic programs to meet industry and stakeholder needs.	Instructional Review Committee, Deans Council					
3.3 Increase and promote student, faculty, and staff involvement in communities throughout the college's service area.	Instructional Review Committee, Deans Council					
3.4 Establish the Alumni and Friends Association to increase Barton student and alumni connections.	Executive Director of Institutional Advancement					

4. Ensure a welcoming experience

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

Initiative	Champions	Report Out Time	Goals	Supporting Data	Progress Updates	Results
4.1 Demonstrate use of student, employee, and partner feedback to create and improve the Barton experience.	President's Staff					
4.2 Sustain a culture of customer service.	Customer Service Comm.					
4.3 Demonstrate commitment to the college's integrity values: fairness, courage, honesty, responsibility, trust and respect.	Academic Integrity Council					

5. Optimize operational practices

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

Initiative	Champions	Report Out Time	Goals	Supporting Data	Progress Updates	Results
5.1 Increase funding sources through federal, state, local and private grants to support institutional goals and priorities.	Director of Grants					
5.2 Increase donor engagement and stewardship to support college goals and priorities.	President, Director of Athletics, Executive Director of Institutional Advancement					
5.3 Implement forward-focused technologies to integrate and support processes.	Chief Information Officer					
5.4 Sustain effective cyber and physical security practices to mitigate risks and vulnerabilities.	Chief Information Officer, VP of Administration					
5.5 Optimize the growth of employees, and efficiency of operations.	HR, Center for Learning Excellence, PTP					

GLOSSARY OF TERMS

Academic Year

Fall-Spring-Summer (Example: AY 26 is Fall '25 – Spring '26 – Summer '26)

ENDS

The board defines which human needs are to be met, for whom, and at what cost. Written with a long-term perspective, these mission-related policies embody the board's long-range vision. Example: Students will acquire the skills needed to be successful for the program they are in.

Fiscal Year

July 1st - June 30th (Example: FY 26 is July 1st, 2025 - June 30th, 2026)

Higher Learning Commission (HLC)

The Higher Learning Commission (HLC) is an independent corporation that was founded in 1895 as one of six regional institutional accreditors in the United States. HLC accredits degree-granting post-secondary educational institutions in the United States.

HLC Standard Pathway

The Standard Pathway is one of two options institutions have for maintaining accreditation with HLC. It follows a 10-year cycle and, like the Open Pathway, is focused on quality assurance and institutional improvement. These improvement topics are integrated into comprehensive evaluations conducted during the cycle, as well as through interim monitoring, as required.

Kansas Board of Regents (KBOR)

The nine-member Kansas Board of Regents is the governing board of the state's six universities and the statewide coordinating board for the state's thirty-two public higher education institutions (six state universities, one municipal university, nineteen community colleges, and six technical colleges).

Key Performance Indicator (KPI)

A quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

Metric

A system of related measures that facilitates the quantification of a particular or related set of characteristics.

Program completion (100%, 150%, 200%)

Number and percentage of entering undergraduate students who graduate from a degree or certificate program within 100% (2 Years), 150% (3 Years), and 200% (4 Years) of normal program time.

Stakeholder

Anyone who is invested in the welfare and success of the college and its students, including administrators, instructors, staff members, parents, families, community members, local business leaders, and elected officials such as members of the Board of Trustees, city counselors, and state representatives.



"I had the incredible pleasure of working, learning, and cheering alongside some of the most inspiring people I have ever met. And on top of that, every credit transferred perfectly to my university. You're more than just a student at Barton - you are family!"

Dakota A.

"Barton has been one of the best decisions I have made in my life thus far! I believe that I am being set up for success and have made so many connections that I will carry with me for the rest of my life."

Allyson M.



"The affordability of pursuing my education while active duty with Barton was remarkable. My teachers were incredibly friendly and genuinely motivated to teach their students."

Isaias H.

"Barton built a strong foundation for me. I enjoyed getting to know each of the instructors, and the instructors made an effort to get to know the students. I had no clue Barton had all the culture and different opportunities when they were just down the road. It was really an eye-opener. I met people from all over the world."

Courtney C.





Non-discrimination Notice: Barton Community College is an equal opportunity provider and employer.
Visit equal.bartonccc.edu for more information.