

Northeast Alabama Community College

Directive Goals

2023-2024 through 2025-2026

The Institutional Management and Planning Committee periodically identifies directive goals. These goals serve to focus planning on issues that can strategically impact fulfillment of various aspects of the College mission. The following directive goals address issues raised in the evaluation and assessment of the College's fulfillment of mission. Whenever appropriate, strategic planning for improvement in individual departments and divisions of the College should address these directive goals.

Directive Goal #1: Through effective recruiting efforts, the College seeks to continue to increase enrollment. Specifically, the College has a goal of increasing the following subgroups by their set benchmarks by the fall of 2026. Due to the growing Hispanic enrollment, College will determine/implement additional student services/activities/policies that especially address the needs of those students and potential students.

- Overall CHP increased by 3% annually.
- Overall minority enrollment increased by 3% annually.
- Nontraditional age (24 years old and above) enrollment increased by 3% annually.
- Enrollment of recent high school graduates increased by 3% annually.
- Distance education course enrollment increased by 6% annually over the next three years for a total of 18% by the fall of 2026.

Enrollment Goals Fall 2023 through Fall 2025				
Goal Area	Fall 2022 Baseline	Fall 2023 Goal	Fall 2024 Goal	Fall 2025 Goal
Overall Credit Hours	22,752	23,435	24,138	24,862
Minority Enrollment (Non-White)	777	801	825	849
Nontraditional Age Enrollment (24 and older)	494	509	524	540
Recent HS Graduates Enrollment (from the previous academic year)	431	444	458	471
Distance Education Enrollments	3,789	4,016	4,258	4,513

Source: Office of Institutional Planning and Assessment, August 2023.

Directive Goal #2: Continue to monitor and assess student learning outcomes and use the results to improve educational quality. In addition to course and program specific learning outcomes, the six general education student learning outcomes for the College are as follows: Written Communication, Oral Communication, Mathematical Computation, Computer Literacy, Information Literacy, and Critical Thinking. The goal of the College is that students achieve the six outcomes at or above a five-year average rate of 93%. The College places special emphasis on improving the general education learning outcomes for online courses in *Directive Goal #5*.

Directive Goal #3: Ensure that every advisor is knowledgeable, equipped, and available to teach transfer students the importance of degree plans and the need for their completion. In particular, the goal for the College for the percentage of students who report that their advisor provided a satisfactory explanation of the Alabama Transfers Guide is set at 90% for the 2023-2024 academic year with a 2% increase annually over the next three academic years.

Directive Goal #4: Continue to create a culture of retention at the College which encourages successful completion of courses as well as certificates and degree programs. The goals for the course completion, course success, completion rates, retention rate, and reverse transfer degrees are listed below.

- Course Completion Rate (A, B, C, D) – increase annually by 2%.
- Course Success Rate (A, B, C) – increase annually by 2%.
- Completion / Awards Rate – increase annually by 3%.
 - The College places special emphasis on improving the completion/awards rate for part-time students based on data reviewed at 2023 IMP Meeting.
- Retention Rate – increase annually by 1%.
- Reverse Transfer Degrees Awarded – increase annually by 5%.

Retention, Completion, and Success Rate Goals Fall 2023 through Fall 2025				
Goal Area	Fall 2022 Baseline	Fall 2023 Goal	Fall 2024 Goal	Fall 2025 Goal
Course Completion Rate	88.0%	90.0%	92.0%	94.0%
Course Success Rate	82.0%	84.0%	86.0%	88.0%
Overall Completion/Awards Rate (FTFT Cohort as reported by ACCS)	<i>Fall 2019 Cohort 44.6%</i>	<i>Fall 2020 Cohort Goal: 47.6%</i>	<i>Fall 2021 Cohort Goal: 50.6%</i>	<i>Fall 2022 Cohort Goal: 53.6%</i>
Completion/Awards Rate: Part-time students (FTFT Cohort as calculated by NACC)	19.7%	22.7%	25.7%	28.7%
Retention Rate (Fall-to-Fall FT/PT FT Cohort as reported by ACCS)	67.8%	68.8%	69.8%	70.8%
Reverse Transfer Degrees Awarded	57	60	63	66

Source: Office of Institutional Planning and Assessment, August 2023.

Directive Goal #5: From 2019 to 2023, the College experienced an increase in distance education enrollments. Growth in this area has prompted the College to review specific aspects of distance education to ensure quality and rigor. The goals for the distance education program are:

- The goal of the College is that students achieve the six general education outcomes at or above a five-year average rate of 93%. The College aims to increase the general education outcomes for distance education courses by 2% annually to close current achievement gaps between online and traditional courses.
- Educational supervisors and the Distance Education Committee will review online courses on a systematic, periodic basis.
 - Measures:
 - # of courses the committee aims to review over a period of time/# of courses actually reviewed
 - # of courses scoring a minimum on the rubric – increase by 3% annually
- Academic divisions and technical programs will complete professional development related to online learning and teaching distance education. Division directors and program coordinators will conduct reviews of professional development activities submissions and create annual summaries of relevant professional development.