

Strategic Initiative	Action	Rationale	Outcome(s)
1. Student Success	a. Automated Texting	Improve communications to help students enroll and engage	Improve enrollments
	b. 15 to Finish	Encourage students to take 15 credits per semester	Improve completion & enrollment
	c. YC Promise	\$ Reward for behaviors that enhance completion	Improve completion & enrollment
	d. Strategic Enrollment	Define programs, delivery methods, recruitment & retention, pricing & discounts	Improve completion & enrollment
2. Economic Responsiveness	a. Increase VVC CTE	Prepare more people to enter the workforce into fields with living wage jobs	Improve enrollment & wages of grads
	b. Investigate Addiction Counseling	Lots of rehab centers in Yavapai County with job demand and grad who want to give back	Meet workforce need Improve enrollment
	c. Research 3D Construction	Housing crisis in Yavapai County, with seemingly few people interested in conventional Construction training	Meet workforce training need Introduce lower cost housing
3. Enrollment (Engaged Community)	a. Senior Citizen Discount	Roughly 1/3 of population is retirement-aged: this is a way to say "Thank you for your support"	Engage Community Improve Enrollment
	b. Inside Track	Hired company to expand our capacity to recruit former students	Improve Enrollment
	c. Investigate Theater Tech	Many high schools have this program and could tie to YC curriculum	Improve Enrollment
	d. Research Fermentation	Build on the success of the Southwest Wine Center by expanding into brewing and possibly distilling	Improve Enrollment
	e. Hire Community Outreach Coord.	14% of community are Hispanic, with an average Age of 28. Many would benefit from college certificate or degree	Improve Enrollment
	f. Open Educational Resources	Many students cut costs by sharing books or not buying books. OER is a low cost alternative.	Improve completion & enrollment
	g. Academic Master Plan	We will perform a comprehensive evaluation of our current program mix. Which programs should grow, Shrink, end, begin to meet community needs	Improve Enrollment

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4. Organizational Development	a. YC Way	Dr Rhine has set goals for us to have excellence in learning, quality customer service, and relationships	Improve employee morale
	b. Outward Mindset	To support relationship excellence, this set of tools teaches employees to achieve college goals while considering everyone's wants and needs	Improve employee morale
	c. Reorganization	We had some structural issues that impeded our success.	Improve effectiveness
5. Fiscal Stewardship	a. Renovate L	As we connect Bldg L to the central plant, we are taking the opportunity to expand CTE programming though Allied Health, Nursing, Sciences, Advanced Manufacturing, and Pre-engineering	Improve Enrollment Meet workforce needs