

Strategic Initiative	Action	Rationale	Outcome(s)
1. Student Success	a. Automated Texting	Improve communications to help students enroll and engage.	Improve enrollments
	b. Early Alert	Proactively identify and provide outreach to at-risk students.	Improve retention & completion
	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. Enhance Online	Incorporate best practices for delivering courses and services in distance delivery; lower student Costs through increased OER.	Improve Enrollment
	b. Inside Track	Engage non-profit company to train Student Development staff in best in class retention strategies	Improve Retention & Completion
	c. Investigate Theater Tech	Many high schools have this program and could tie to YC curriculum.	Improve Enrollment
	d. Hispanic Outreach	Eliminate barriers, reduce educational attainment gap, and increase enrollment.	Improve Enrollment
	f. Open Educational Resources	Expand OER opportunities, train faculty, provide more OER courses, evaluate satisfaction, cost savings, and student success.	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	Complete Verde construction. Building L and new CTE program facility.	Improve Enrollment Meet workforce needs