

Goals 2008-2009
Lord Fairfax Community College

ENROLLMENT

Increase system-wide enrollment such that the VCCS will be serving at least 16,000 new students by 2009.

In FY09, Lord Fairfax Community College will:

Implement strategies developed for the 2008-09 Enrollment Management Plan to increase new student fall enrollment headcount by 3% over previous year.

Improve Web information for students to support registration, student success and other initiatives through greater use of dynamic web pages and on-line forms.

Develop a one-stop Web page that prospective students would access as an initial point of contact.

Expand online services to prospective and current students by establishing an electronic inquiry portal and online academic advising services.

Develop 3 new certificate or degree programs that respond to emerging, critical workforce needs.

Develop a new NCCER (National Center for Construction Education and Research) trades programs WSCE is starting in 08/09 for the construction and trades industry certifications. This is in direct response to critical workforce needs in the technical trade areas.

Increase the number of hands-on training opportunities by 5%, and create 5-10 new electronically available training resources (e.g. video tutorials) for faculty and students related to eLearning and the VCCS course management system.

Expand its use of "live virtual classroom" technology (e.g. Wimba Classroom) to add vitally important elements of faculty-to-student and student-to-student interaction to online and hybrid courses by offering at least 3 new hybrid course offerings through the Web and improving student success rates by at least 5%.

Improve its technology infrastructure to support security and continuity of operations requirements to ensure that instruction and other critical operations are protected in the event of emergency.

Expand the print and electronic library resources available to students by 5%, and will integrate library services more closely with instruction by adding a library presence to the BlackBoard area of all credit courses.

WORKFORCE

The VCCS will increase annual participation in workforce programs and services from 125,000 to 225,000 individuals – expanding its reach by 80%.

In FY09, Lord Fairfax Community College will:

Increase by 5 percent the revenue received from customized training, open enrollment, and other workforce development programs and services for 2008-09.

Support workforce services through marketing efforts, such as production of program brochures.

Conduct customer summary evaluations for all open enrollment and customized courses. WSCE will strive for an overall aggregate score of 4.0 or better on a Likert scale of 5. Customized course evaluations are summarized and delivered to clients within 10 business days of the completion of on-site training. Sixty-day follow-up calls are then scheduled and executed with clients to ensure the highest levels of customer satisfaction. WSCE also plans on conducting a minimum of four business and industry outreach focus events during the 08/09 year. This is in addition to participating in numerous chamber activities, economic development meetings, and rotary presentations.

Continue to work with our area WIB based in Harrisonburg. The College will also coordinate and deliver workforce training programs with the two local one-stop operators in Winchester and Luray.

Implement the SDV 110 course, Introduction to Teaching, to create a new career pathway in education.

Host a “hard-hat seminar” to promote awareness of trades careers and apprenticeship opportunities, through collaboration between the Unit of Learning and Workforce Solutions and Continuing Education. These outreach event will target CTE teachers, guidance counselors and principals to share the numerous and growing fields in the trades.

Hold at least four additional annual meetings with secondary and postsecondary faculty to update programs or initiate new programs of study to meet workforce demands.

Sponsor four meetings per year of the Tech Prep Consortium with a goal of 90% participation.

Host an annual career pathways fair with business and industry representatives.

Investigate, in partnership with WSCE, the LFCC Tech Prep Director and the Tech Prep Consortium, the opportunity of bridging standardized technical curricula such as the NCCER curriculum, from high school CTE programs that articulate into the new NCCER program at LFCC. WSCE will assist in identifying potential pilot partnerships with our secondary school systems for articulation into apprenticeship and other certificate programs at LFCC.

Increase the number of career coaches from two to three by 2010.

Fund career coaches in at least three high schools to provide students with career exploration opportunities.

Seek public and private funds in support of these initiatives in 2009.

Increase the number of CTE Dual Enrollment courses offerings by five.

Sponsor high school visitations to the College for placement testing and/or programmatic information annually.

Assist with marketing and enrollment management efforts.

GRADUATION, RETENTION, JOB PLACEMENT RATES

Expand capacity and provide greater economic opportunity so that, by 2009, the VCCS will rank in the top ten percent in the nation.

In FY09, Lord Fairfax Community College will:

Implement strategies developed for the 2008-09 Enrollment Management Plan to:

- Increase fall 2008 to spring 2009 student retention by 1 percentage point over previous year.
- Increase fall 2008 to fall 2009 student retention by 1 percentage point over previous year.

- Increase fall 2005 cohort persistence to award rate by 1 percentage point over 2004 cohort.

Host the 2008 VCCS Student Leadership Conference in Richmond November 14-16.

Improve the utilization of VCCS data resources through employee development and training to ensure that the tools are fully utilized in support of college decision-making.

Implement a professional development series between Workforce Solutions and Human Resources.

Provide internal and external opportunities for career advancement with an EEO atmosphere for employees by providing the funding and activities to support individual growth.

Develop and execute plans to strengthen organizational loyalty and a collaborative working environment through training initiatives.

Work with the Office of Learning to develop a Web site that promotes international education.

Develop and implement strategies to increase the applicant pool and hires for full- and part-time positions through creative and assertive marketing efforts utilizing an Employee Recruitment Plan.

Implement a recruitment management program to better serve applicants and LFCC and support reporting requirements and diversity needs.

Conduct an annual classified staff compensation analysis to identify and correct internal inequities.

Provide management with meaningful resources to reward employees' exceptional behavior and performance.

Partner with the LFCC Human Resource Office to implement an employee recruitment plan. Also, if the appropriate funds are raised, the LFCC Educational Foundation Inc. may offer employee referral awards as it has done in the past.

Actively participate in the Chancellor's Diversity Initiative to increase the number of graduate students teaching in this program.

Produce additional employee recruitment materials that incorporate diversity.

Promote diversity through activities related to Global Awareness Day

TRANSFER TO 4-YEAR COLLEGES AND UNIVERSITIES

The VCCS will triple the number of graduates who successfully transfer to four-year institutions.

In FY09, Lord Fairfax Community College will:

Expand the Guaranteed Admissions Agreement Implementation Plan submitted to the VCCS in November 2007 that includes a customized marketing plan for LFCC students.

Implement additional marketing strategies to promote GAA's and transfer opportunities to current students through a poster campaign, student email and customized brochure.

Continue strategies to promote and publicize GAA's and transfer opportunities to potential students through customized marketing materials.

AFFORDABLE TUITION

VCCS tuition will not exceed half of the average cost of attending a public four-year institution in the Commonwealth.

In FY09, Lord Fairfax Community College will:

Continue to promote financial aid opportunities to students by 1) increasing the number of students submit the free federal financial aid application by 5 percent over 2007-08 and 2) increasing the number of students receiving federal financial aid by 3 percent over AY 2007-08.

Promote financial aid opportunities and tools on the new College Web site.

Incorporate this affordability message into its marketing materials for LFCC.

DUAL ENROLLMENT WITH HIGH SCHOOLS

The VCCS will triple the number of high school students who take college courses and receive college credits, raising the number from 14,000 to 45,000.

In FY09, Lord Fairfax Community College will:

Increase the number of dual enrolled course offerings by a minimum of five.

Host a minimum of five professional development opportunities for Dual Enrollment instructors and administrators to promote awareness of dual enrollment opportunities.

Explore innovative course packaging and financing to promote degree completion.

PRIVATE FUNDING

The VCCS will become more proactive in securing private support to insure its capacity to respond to the needs of the Commonwealth. Collectively, the VCCS foundations will double their holdings from \$75 million to \$150 million.

In FY09, Lord Fairfax Community College will:

Raise five percent more than the 2007 fundraising total (by December 31). The LFCC Office of College Advancement supports the Foundation via marketing efforts.

Recruit new Foundation Board members by December 31.

Attend both the Commonwealth Legacy Student Recognition Event and the Chancellor's Award for Leadership in Philanthropy ceremony.

Continue supporting the Community College Scholarship Matching Funds Program.

MANAGEMENT GOALS

In order to accomplish the goals set forth in Dateline 2009 and these Chancellor's Goals, various management goals are necessary.

In FY09, Lord Fairfax Community College will:

Enhance the current college strategic planning process to provide for increased college participation, and to better serve the operational and functional planning requirements of the college.

Institutionalize the continuity planning process by creating a formal management function that is supported by all units of the college.

Implement the use of supplemental software technologies to enhance LFCC's current VoIP system in order to support Emergency Preparedness.

Help the Office of Financial and Administrative Services to publicize new safety measures.

Implement a LFCC professional development series along with on-going supervisor forums and required annual professional development activities (seminars, conferences).

Continue to support the implementation of AIS.