



## STRATEGIC PLAN:

---

*Industry Partnerships | Community Engagement | Workforce*

Rock Valley College Committee of the Whole  
February 14, 2023

Presented by: Dr. Hansen Stewart, Vice President of Industry Partnerships & Community Engagement

## **This Strategic Plan aligns with the Four Pillars of RVC's Strategic Plan:**

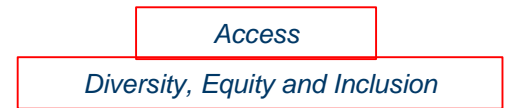
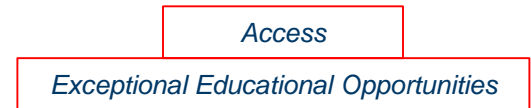
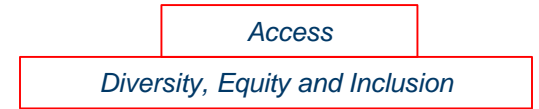
- *Access*
- *Exceptional Educational Opportunities*
- *Exceptional Training Opportunities*
- *Diversity, Equity and Inclusion*

# GOALS

---

## 1.) Recruitment, Retention, Completion/Placement:

- 1.1) Collaborate with industry partners, community entities/groups, Workforce Investment Board, regional chambers of commerce and economic development authorities to identify and establish personnel that need training.
- 1.2) Work with regional school districts and community-based organizations to promote early college options and the menu of offerings from Community Education, Continuing Education, and the non-credit side of RVC.
- 1.3) Use strategic marketing and awareness campaigns through multidimensional platforms to boost recruitment for CTE (Career and Technical Education) offerings, customized trainings and non-credit offerings.



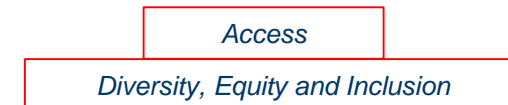
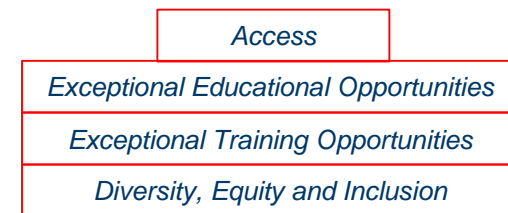
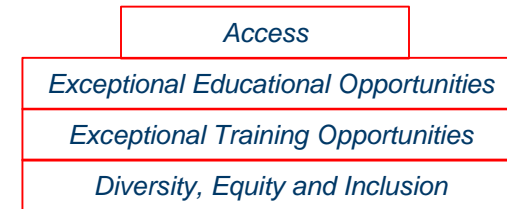
## **GOALS** *cont'd.*

---

### **2.) Create Unique and Tailored Educational and Training Opportunities that Meet the Needs of the Community:**

**2.1)** Consult with all types of businesses and community-based organizations to offer a diversity of trainings and programs that meet the needs of the counties served by RVC.

**2.2)** Ensure the offerings are executed through a variety of modalities and in different locations---in-person, online, hybrid, at an RVC campus or at the requestor's location site.



**2.3)** Modify a program to suit the needs of an industry partner/stakeholder without compromising the integrity and quality of the program e.g. 8-week CNC program in lieu of the 32-week CNC program.

*Exceptional Training Opportunities*

**2.4)** Convene advisory/stakeholders committee meetings periodically to review and assess quality of offerings (student readiness for the job market).

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

**2.5)** Recruit and retain highly qualified and experienced instructors for all offerings. Foster continued professional development of all instructors who will be student/client centered, and execute duties with superior customer service skills.

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

*Diversity, Equity and Inclusion*

**2.6)** Collect and analyze data (enrollment, customer satisfaction surveys, completions, internship/job placements) to make data-informed decisions about program changes.

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

## **GOALS** *cont'd.*

---

### **3.) Promote Economic Development and Divisional Profitability:**

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

*Diversity, Equity and Inclusion*

**3.1)** Collaborate/Convene strategic planning meetings with key stakeholders (industry partners, regional chambers of commerce, economic development authorities, community-based organizations) to determine the workforce needs to be met.

*Access*

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

*Diversity, Equity and Inclusion*

**3.2)** Develop and execute a formula that ensures programs/courses/trainings are costed accurately to generate appropriate revenue.

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

**3.3)** Categorize industry partner engagement according to various criteria (See Industry Partner Engagement PowerPoint).

Engagement Levels:

- Gift Giving
- Attending Advisory Committee Meetings
- Providing Internships
- Providing Job Opportunities

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

**3.4)** Establish RVC as the training hub of the region by ensuring workforce needs are met through the Customized Training Department (formerly the Business Professional Institute) and Non-Credit Department.

*Access*

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*

*Diversity, Equity and Inclusion*

**3.5)** Review and analyze existing contracts to ensure program profitability.

*Exceptional Educational Opportunities*

*Exceptional Training Opportunities*