

HENRY FORD COLLEGE STRATEGIC PLAN 2016-2020

STRATEGIC PLAN

GOAL: Increase students' success and engagement to better prepare them for work, civic participation, and lifelong learning.

- A. Create a comprehensive, coordinated plan that uses assessment results to improve teaching and learning.
- B. Determine academic and non-academic factors critical to student retention, and create and implement a comprehensive, coordinated plan that increases retention and completion rates.
- C. Ensure that curriculum aligns with student and other stakeholder needs.
- D. Provide professional development opportunities to align pedagogy with evolving research on learning.
- E. Provide clear educational pathways for students to establish and achieve their goals.
- F. Improve academic advising by ensuring that all published and communicated information about academic courses and programs is accurate and presented consistently across all systems.
- G. Provide clear, accessible, and accurate information to students at the appropriate time to assist them in navigating the College effectively and efficiently.
- H. Engage new students, and orient them to the College's expectations and resources.
- I. Design and enhance strategies to increase access and success of developmental education students in college-level courses.
- J. Identify and promote services that address students' personal, health, legal, and financial needs.

GOAL: Achieve and sustain enrollment that ensures high-quality outcomes that meet the needs of students and industry.

- A. Create and expand partnerships with educational institutions, business, and industry.
- B. Evaluate the viability of online courses and programs, and align them with market demand.
- C. Enhance communication with prospective students by providing timely, comprehensible information using student-friendly delivery methods.
- D. Improve marketing and recruitment strategies that effectively promote the College, its programs, and its other offerings.
- E. Offer programs that evolve with industry needs and student demand.

GOAL: Cultivate a collaborative culture to improve organizational effectiveness, diversity, and stakeholder satisfaction and to enhance community relations.

- A. Create a collaborative, service-oriented culture through cooperative, collegial communication and evidence-based planning and problem solving.
- B. Update, vet, and centralize standard operating procedures and policies to ensure accessibility, accountability, and continuous improvement.
- C. Create a comprehensive onboarding program for employees to acclimate them to their new environment and promote their success.
- D. Develop, organize, and market year-round programming and activities to engage the community with the cultural and educational life of the College.

PUBLIC ACCOUNTABILITY

PLANNING SCORECARD

ANNUAL REPORT

COLLEGE ACTION PLANS

OPERATIONAL PLANNING

IMPLEMENTATION

COLLEGE VISION

First Choice...
Best Choice...

COLLEGE MISSION

Henry Ford College transforms lives and builds better futures by providing outstanding education. As a student-centered, evidence-based college, our success is measured by the success of our students. We empower learners through the development of independent, critical and creative thinking, and we foster diversity, tolerance, understanding, and acceptance to prepare learners to succeed in a global society. We anticipate and respond to the needs of our stakeholders, exceed their expectations and serve the public good.

CORE VALUES

Passion
Integrity
Ingenuity
Respect

HENRY FORD COLLEGE STRATEGIC PLAN, 2016-2020

GOAL

Increase students' success and engagement to better prepare them for work, civic participation, and lifelong learning.

GOAL

Achieve and sustain enrollment that ensures high-quality outcomes that meet the needs of students and industry.

GOAL

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IMPLEMENTATION STRATEGIES

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- VP - Academic Affairs
- VP - Student Affairs
- VP - Human Resources & Special Assistant to the President
- VP - Strategy & Information
- Cabinet



FOUNDATIONAL RESOURCES

Exercise effective stewardship over College resources (technological, data collection/use, financial, facilities, human, and legal) to support College operations and innovations for the public good.