

2024-2029

REDEFINE

RISE

REACH

DISCOVER YOUR PURPOSE. TRANSFORM YOUR FUTURE.

ROBESON
COMMUNITY COLLEGE

Reach. Rise. Redefine.

That's our hope at Robeson Community College as we strategically plan for the future of our institution for the next five years. This plan as it is put into action will impact hundreds, if not thousands of students, for generations to come throughout Robeson County.

One student impacted in a positive way can have a trajectory effect on an entire family and an entire community. So just imagine the positive force that Robeson Community College can become as it assists thousands of students each year as they seek their educational goals and degree attainment.

At Robeson Community College, you can do as our new slogan states, "Discover Your Purpose. Transform Your Future."

Just taking one class can change your life, and we have seen the success stories at Robeson Community College which show this statement is true.

Ross Masters enrolled in the EMT class after graduating with a bachelor's degree from UNC, unsure of what direction to go into, and now he is a medical doctor.

Heath Graham came to Robeson Community College seeking a better life, more stable work, so he enrolled in the BLET program. After some time went by, and he established his career in law enforcement, he returned to complete an associate degree in criminal justice.

Jose Chaves, Melissa Elliott, Charissa Smith, and Ashley Owens all enrolled in the North Carolina Community Health Worker short-term training course. They came from various backgrounds across NC, many with bachelor's degree, and after successfully completing the program and gaining a new credential, they were chosen to serve as ambassadors for the NC Community Health Worker Association.

Karen White enrolled in the Effective Teacher workshop at RCC. It was a three day class, but it's impact upon her has been long lasting. After becoming a substitute teacher, her life changed, and she took the steps necessary to become a licensed teacher for the State of North Carolina. Her journey is similar to many others at RCC.

At Robeson Community College, we succeed through the success of our students. Our staff, faculty and our administration all play a pivotal role in ensuring that we provide a quality education to every student.

As you look through our strategic plan, please remember that our strategic plan is centered around you. You are the mission; you are the goal. We are here to serve you. Providing a quality education that is affordable is our craft and it's what we do best. We seek to excel through our students, while meeting the needs of our community and local workforce.

-President Singler

Robeson Community College's Strategic Plan Development

Robeson Community College (RCC) executive team believes a strong strategic plan reflects the college's values and goals and guides future progress. By dedicating a year of intentional engagement with the campus and local communities, RCC developed a plan to meet the needs of students, employees, and local industry through a multi-phase process.

Summer 2023

- RCC engaged an experienced consultant affiliated with NC State University to guide the process and identified focus group leaders from across the college to lead development of the strategic aims.
- Representatives from myFutureNC facilitated workshops with external stakeholders, including representatives from local industry, to identify significant priorities.
- During August convocation, all employees participated in workshops to refine overall directions and priorities.

Fall 2023

- RCC's president and executive team reviewed all feedback received and, in conjunction with the focus group leaders, integrated identified trends into six strategic aims.
- Executive team members and focus group leaders co-facilitated focus group discussions, gathered campus feedback on each of the proposed aims, and brainstormed objectives and strategies.

Spring 2024

- After thorough review of all focus group feedback, RCC's president, executive team, focus group leaders, and other designated employees participated in an on-campus retreat with the NC State consultant; they reviewed existing data, refined objectives, and created tactics for goal completion.
- An ad hoc committee revised RCC's mission, vision, and value statements to more closely align with the college's student- and community-focused priorities.
- The full strategic plan, including the new mission, vision, value statements, and tagline, was formally presented to and approved by College Council and RCC's Board of Trustees in May 2024.

Mission Statement:

Robeson Community College ignites a vibrant learning environment where academic, technical, and real-world experiences intersect and creates a culture of success driven by relentless inquiry, tangible results, and a profound commitment to excellence.

Vision Statement:

Robeson Community College is celebrated as a premier academic and career technical institution, transforming lives through unparalleled teaching, dynamic learning experiences, and an unwavering dedication to service.

We Succeed Through:

- **Academic Excellence**, with expert faculty utilizing innovative teaching strategies and state-of-the-art technology to prepare students to compete in a future-focused workforce
- **Empowered Support**, prioritizing services meeting individualized student needs, encouraging self-advocacy, and connecting learners more deeply within the college, community, and workforce
- **Innovation**, cultivating programs to align with emerging industry needs and workforce demands while scheduling with the flexibility to accommodate students' lives
- **Integrity** through honest, compassionate, and responsive interactions with all stakeholders
- **Growth**, expanding partnerships, programming, service locations, technology, and opportunities based on data-informed decisions to serve the diverse needs of all citizens and learners
- **Professional Development**, actively promoting skill enhancement among faculty and staff to provide expert leadership and growth opportunities in an evolving educational environment

Discover Your Purpose. Transform Your Future.

Strategic Aim One:

Student Success

Increase student success rates, persistence, retention, and credential completion.

Objective 1.1

Increase curriculum student success rates (A, B, C, or P) to current NCCCS system average of 76%

Objective 1.2

Exceed the average NCCCS Performance Measure for First-Year Progression/Persistence

Objective 1.3

Increase program completion in health science AAS degree programs



Strategic Aim Two:

University Transfer Partnerships

Increase seamless pathways from public, private, and charter schools through RCC to a university

Objective 2.1

Increase CCP enrollment as evidenced by 25 new students per academic year

Objective 2.2

Exceed the average NCCCS Performance Measure for College Transfer Performance

Objective 2.3

Increase the number of students who complete university transfer degrees



Strategic Aim Three:

Career/Technical & Short-Term Healthcare Programs

Strengthen workforce development and short-term healthcare training and employment opportunities

Objective 3.1

Increase enrollment in all job-ready CTE courses by 17% and short-term healthcare programs by 33% to provide a skilled workforce

Objective 3.2

Increase number of students participating as registered apprentices and in work-based learning by 175%

Objective 3.3

Exceed the average NCCC System Licensure and Certification Passing Rate (Performance Measure 6)



Strategic Aim Four:

Campus Infrastructure & Accessibility

Ensure campus infrastructure and accessibility meet the needs of all students and are compliant with ADA standards

Objective 4.1

Increase campus infrastructure by 2029

Objective 4.2

Occupy CTE and short-term healthcare facilities by July 1, 2027

Objective 4.3

Increase accessibility score in the online learning environment with all courses ADA compliant by 2027



Strategic Aim Five:

Student Access and Services

Increase Equity of Access to Student Support Services

Objective 5.1

Increase the number of students from underserved populations utilizing student support services (to include advising/registration, TimelyCare, Upswing, counseling, and career services)

Objective 5.2

Increase student satisfaction with student support services as measured by internal survey (with baseline to be determined after survey is first administered)

Objective 5.3

Increase the number of club-sponsored and athletics-related student engagement event opportunities offered



Strategic Aim Six:

Faculty & Staff Development

Create ongoing professional development opportunities to provide onboarding, teaching and learning support, and training for employees

Objective 6.1

Establish new full-time employee mentoring program during probationary period focused on campus community, resources, and technology

Objective 6.2

Establish a Center for Teaching, Learning, and Professional Excellence to serve as the hub for faculty and staff professional development

Objective 6.3

Assess and revise employee policy and reference manual to enhance understanding of college policies, practices, and work responsibilities

