PIEDMONT VIRGINIA COMMUNITY COLLEGE
GOALS
July 2014 – June 2015

GOAL: ACCESS
Increase the number of individuals who are educated and trained by Virginia’s Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 85,000 individuals.

PVCC WILL:

1. Increase enrollment from underserved populations by 3% over 2013-14.
2. Increase headcount and FTE by 1% over 2013-14.
3. Develop and implement the following new programs:
   a. Pharmacy Technician
   b. Central Sterile Processing Technician
   c. Cybersecurity
   d. Retail Management
4. Increase awareness and usage of the Virginia Wizard among dual enrollment students, at the One Stop and in SDV courses.
5. Increase the number of courses offered through the Shared Services Distance Learning program by 10%. Offer two low-enrolled online courses to other colleges through the Shared Services Distance Learning program.
6. Increase enrollment by 10% at the Giuseppe and Jefferson centers compared with 2013-14.
7. Develop and implement a comprehensive outreach and recruiting plan under the leadership of the Outreach Manager.
8. Implement specific plans for recruitment of veterans/active duty military students.
9. Align current PVCC CTE programs with programs being offered at the Charlottesville/ Albemarle Technical Education Center (CATEC).
10. Increase enrollment by 5% in the Great Expectations program.
GOAL: AFFORDABILITY
Maintain tuition and fees at less than half of the comparable cost of attending Virginia’s public four-year institutions, and increase the annual number of students who receive financial assistance and scholarships by 36,000.

PVCC WILL:
1. Increase financial aid applications, awards and amount awarded by 5% over 2013-14.
2. Increase PVCC Educational Foundation scholarships by 5% over 2013-14.
3. Provide funding incentives for faculty to adopt the use of Open Educational Resources materials to replace costly textbooks. Increase the number of faculty utilizing Open Educational Resources by three.
4. Increase the total amount of scholarship funds awarded by the PVCC Educational Foundation by 5%.

GOAL: STUDENT SUCCESS
Triple the number of students graduating, transferring, or completing a workforce credential to 91,173, including tripling the success of students from underserved populations to 39,393.

PVCC WILL:
1. Increase success rate for military and foster care students by 5%.
2. Increase retention by 5% of SAILS-identified students by implementing intervention system.
3. Increase student success rate in developmental English and Math by 2% over 2013-14.
4. Develop and implement mandatory advising model.
5. Increase percent of recent high school graduates enrolling full-time by use of incentives and enhanced intake advising.
6. Increase the number of graduates by 5% over 2013-14.
7. Continue to change the college culture to stress access and completion.
8. Provide funding support to 10% of the faculty to engage in professional development aimed at improving pedagogy and/or incorporating technology into their courses.

GOAL: WORKFORCE
Increase the number of employers provided training and services to 13,000, with a particular focus on high-demand occupational fields.

PVCC WILL:
1. Increase non-credit course offerings, enrollment and revenue by 5% over 2013-14.
2. Double the number of private sector employers served through contract training compared to 2013-14.
3. Successfully implement WES.
4. Acquire a second PluggedIn Virginia grant and graduate 90% of the students enrolled.
GOAL: RESOURCES
Raise at least $550 million in cumulative gifts and grants to support the mission of Virginia’s Community Colleges.

PVCC WILL:

1. Add three new members to planned giving society.
2. Raise $125,000 in annual campaign.
3. Exceed $1 million in cash revenue to the PVCC Educational Foundation.
4. Reactivate the PVCC Alumni Association.
5. Receive 3 new competitive grants exceeding $50,000 each.
6. Work with the University of Virginia to partner on grant opportunities focused on international education.
7. Secure at least one million-dollar donation/pledge.
8. Secure the support of each member of the General Assembly delegation serving the PVCC service region for state planning money for a new PVCC Student Success Center which is ranked in the top 25 VCCS priority projects. Secure the support of at least one Delegate and one Senator to offer a budget amendment if not in the Governor's budget.
9. Raise $30,000 from private sources to continue the PVCC Great Expectations program.
10. Develop strategy for the Student Success Center campaign. Be ready to implement as soon as planning funds are approved by the General Assembly.

MANAGEMENT GOALS
In order to accomplish the goals set forth in Achieve 2015- Take Two and these Chancellor’s Goals, various management goals are necessary.

PVCC WILL:

1. Approve the PVCC Strategic Plan 2014-17.
2. Work with the VCCS Benchmarking Study to implement shared services and other cost-cutting measures as appropriate.
3. If funding permits, expand the number of full-time staff in student services.
4. Implement tuition differential-funded faculty salary increase of 2%.
5. Complete comparative salary study for staff, professional faculty and administrative faculty. Seek approval for salary increases where justified.
7. Develop and implement strategic plan for information technology.
8. Hire new Dean of Business, Math and Technology.
9. Hire new Coordinator or Library Services (pending anticipated retirement announcement of current coordinator).
10. Develop project plan and timeline to implement scanned HR documentation using ImageNow.
11. Implement online solution for Health Sciences student application processing.
13. Implement MOU with UVA Community Credit Union and open a student-run branch on campus.
14. Work with Albemarle County and Charlottesville School Boards to conduct feasibility study for construction of a joint use technical education center on the PVCC campus.