



Hill College Strategic Plan

2017-2023



Mission & Vision

Hill College Mission: Hill College provides high quality comprehensive educational programs and services. The college enhances the educational, cultural, and economic development of its service area and assists both individuals and the community to prepare for a more productive life.

Hill College Vision:

- Grow Hill College to be the "College of Choice"
- Showcase Hill College as a unique and innovative place of teaching and learning
- Promote student success



Core Values

- ❖ **Accountability**
- ❖ **Dedication**
- ❖ **Integrity**
- ❖ **Positivity**
- ❖ **Respect**



Strategic Plan Goals

1. Enrollment: Increase **enrollment** by 3% annually over the next 5 years.
2. Retention: Increase **retention** by 3% annually over the next 5 years.
3. Completion: Increase **completion** by 3% annually over the next 5 years.



GOAL 1: Enrollment

**Increase enrollment by 3% annually
over the next 5 years.**

Strategy 1: Create A Comprehensive Recruitment Strategy And Implementation Plan

Team: Communications & Recruiting, Student Information Services, Academic Advising & Student Success, External Affairs, Athletics, Instruction

Strategy 2: Enhance The Prospective Student Experience

Team: Student Services, Student Information Services, Academic Advising & Student Success, Athletics, Communications & Recruiting, Administrative Services, Information Technology

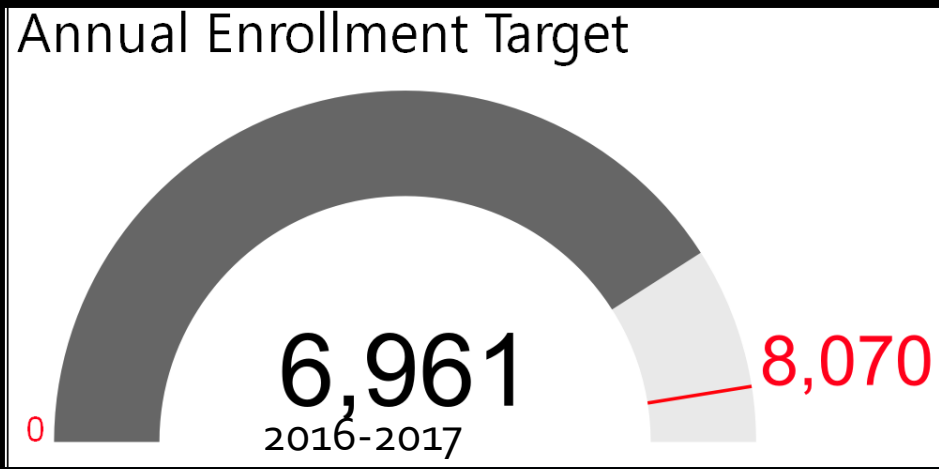
Strategy 3: Grow Partnerships With Business And Industry

Team: Continuing Education, Instruction, External Affairs, President's Office



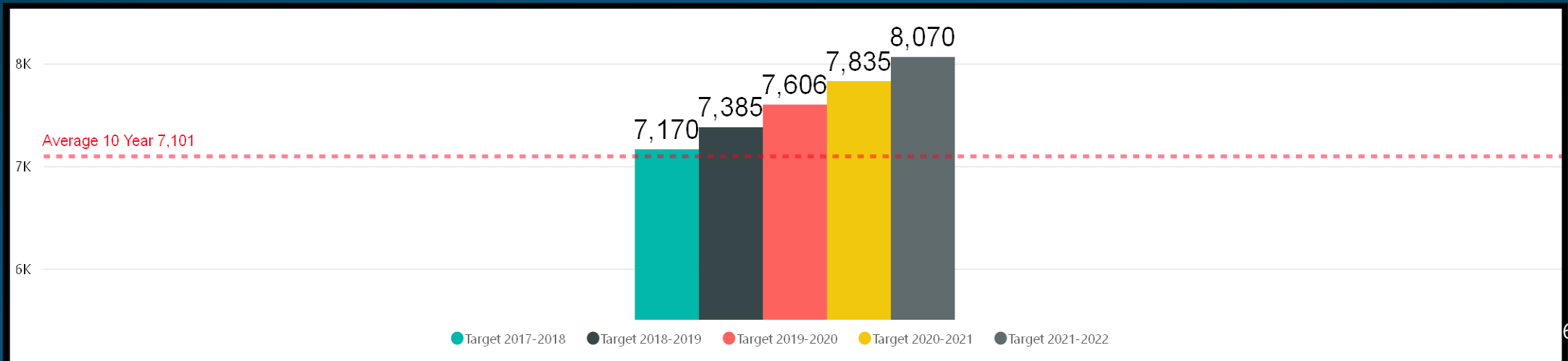
GOAL 1

Methodology: Unduplicated headcount for a total year. All terms within the academic year. Data to be updated annually.



3%

Increase Per Year





GOAL 2: Retention

**Increase retention by 3% annually
over the next 5 years.**

Strategy 1: Create A Comprehensive Retention Strategy And Implementation Plan

Team: Instruction, Academic Advising & Student Success, Educational Support Services, Athletics, Student Services, Student Information Services, External Affairs

Strategy 2: Enhance the Student Experience

Team: Student Services, Academic Advising & Student Success, Student Information Services, Athletics, Communications, Administrative Services, Information Technology, External Affairs, Instruction, Educational Support Services

Strategy 3: Increase Instructional Flexibility and Engagement

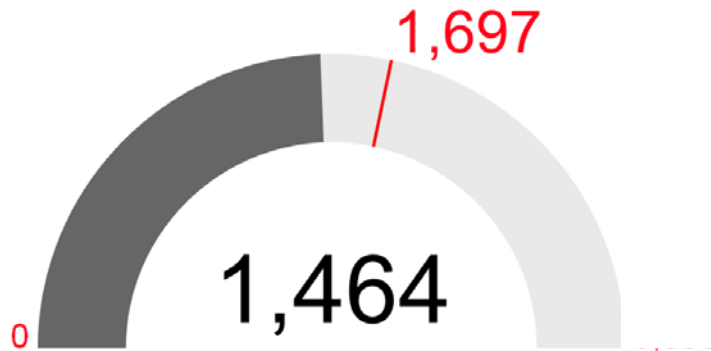
Team: Instruction, Educational Support Services, President's Office, Information Technology, Continuing Education



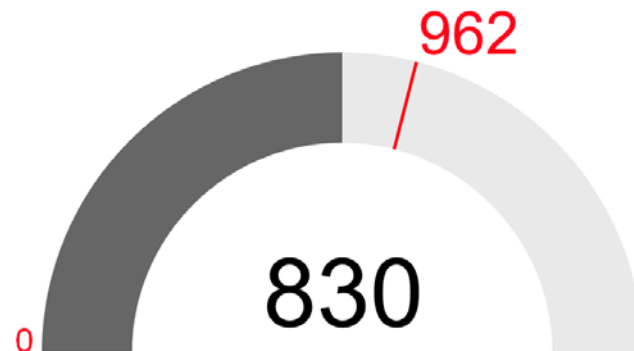
GOAL 2

Methodology: Measure of Texas Success Points for 15 Semester Credit Hours and 30 Semester Credit Hours. Data updated annually.

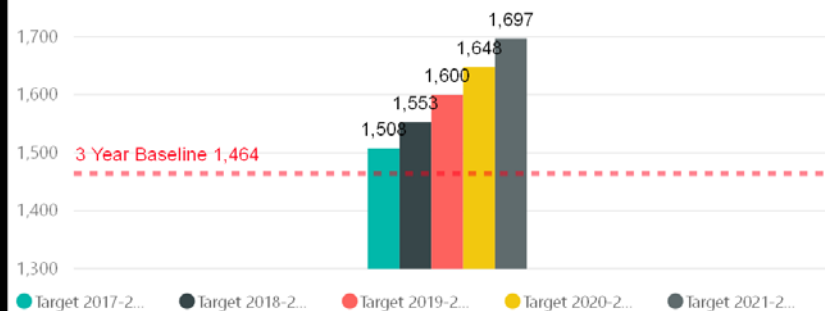
Success Points 15 SCH Completed Target



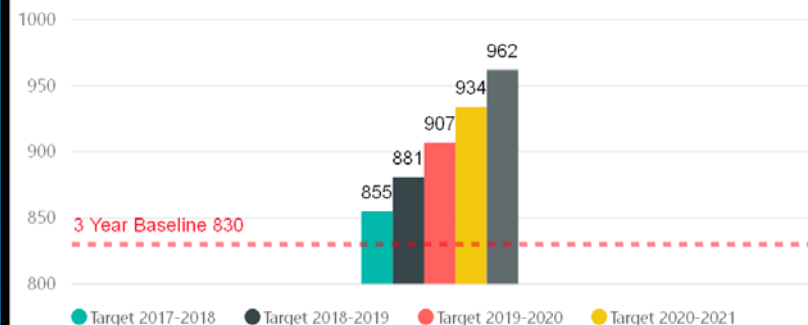
Success Points 30 SCH Completed Target



Annual Target 15 SCH Completed



Annual Target 30 SCH Completed



3%
Increase Per
Year



GOAL 3: Completion

**Increase completion by 3% annually
over the next 5 years.**

Strategy 1: Evaluate and Improve Internal Processes

Team: Student Information Services, Information Technology, Academic Advising & Student Success, Educational Support Services, Administrative Services, External Affairs, Instruction

Strategy 2: Enhance the Student Experience

Team: Student Information Services, Instruction, Academic Advising & Student Success, Communications, Educational Support Services, Information Technology, Administrative Services

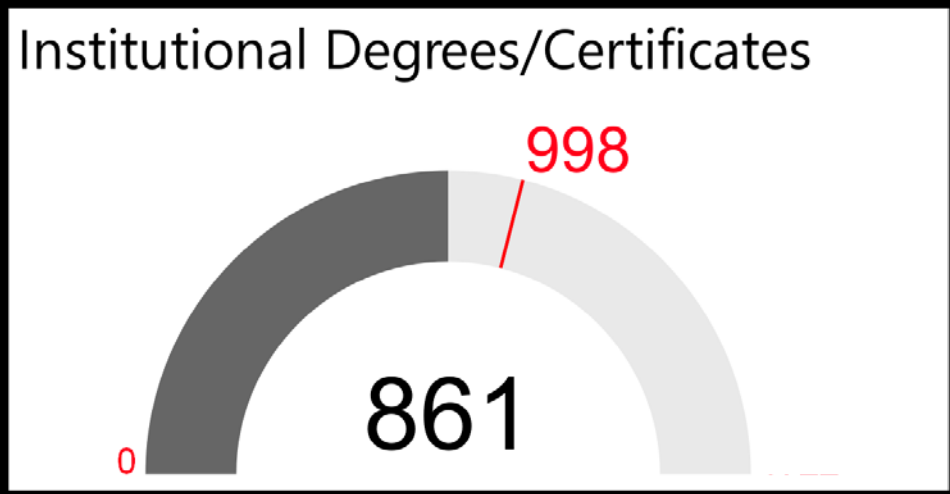
Strategy 3: Create a Completion Awareness Strategy and Implementation Plan

Team: Communications, Instruction, Academic Advising & Student Success, Student Information Services, External Affairs



GOAL 3

Methodology: Duplicated degrees/certificates from Hill College data.
All awards except Core Completers. Data updated after each graduation cycle.



3%
Increase Per Year

