

Goal 1: Inspire student success.

Brookdale will inspire student learning and promote goal achievement with effective teaching; a dynamic curriculum; supportive, innovative learning environments; data-based enrollment management strategies, and meaningful activities to encourage student engagement.

Objectives:

- 1.1 Maximize learning-centered environments and successful student outcomes by ensuring alignment of curriculum, programs, services and co-curricular activities.
- 1.2 Anticipate the changing needs of students through comprehensive faculty development to increase effective teaching and academic excellence.
- 1.3 Promote and share the exploration of new, effective pedagogy techniques.
- 1.4 Improve academic advisement, and enhance transfer, career and employment counseling services to improve student retention.
- 1.5 Increase the use of new and existing analytical data to increase support for student and lifelong learners.
- 1.6 Implement short and long-term enrollment development plans focusing on defined markets and emerging populations.
- 1.7 Promote diversity and inclusion with cultural initiatives to ensure Brookdale is a responsible, respectful and enlightened community.

Goal 2: Maximize resources.

The College will cultivate a culture of high performance, collaboration and innovation to support continuous institutional improvement. Brookdale will model exemplary practices in the development and management of institutional resources focused on student success and organizational effectiveness.

Objectives:

- 2.1 Expand the professional and personal potential of all staff to ensure a culture of high performance, collaboration and innovation.
- 2.2 Implement strategic media and technology solutions with a measureable impact on student learning and faculty/staff productivity.
- 2.3 Increase facility maintenance and planning to ensure a safe physical setting and a quality student learning environment.
- 2.4 Enhance internal communication to provide open, two-way information flows, and enhance and facilitate teamwork, cooperation and collaboration.
- 2.5 Develop a comprehensive fiscal plan to include new revenue streams.
- 2.6 Increase the role of the BCC Foundation and foster alignment with the College's strategic planning initiatives.
- 2.7 Increase support of the Alumni Association to support its continued growth and development.

Brookdale Community College Strategic Plan 2013 – 2017
The Jubilee Plan

Goal 3: Strengthen and expand Brookdale’s alliances and partnerships.

Brookdale will strengthen and expand alliances and partnerships to increase opportunities for students and the community.

Objectives:

- 3.1 Develop the Communiversitiy to become a self-sustaining, nationwide model.
- 3.2 Develop educational partnerships in international and global initiatives.
- 3.3 Increase entrepreneurial partnerships with businesses, private foundations, federal and state organizations, private donors and local school districts, to ensure sustainability of college plans and enhance stakeholder commitment.

Goal 4: Leverage Brookdale’s excellence.

Brookdale will continue to expand its reputation as a premiere educational institution. The College will serve as a leader in student achievement, workforce and economic development.

Objectives:

- 4.1 Exceed the standards of all of the College’s accrediting agencies.
- 4.2 Increase the College’s capacity to play a prominent role in local, regional and state plans for student success and economic growth.
- 4.3 Exceed the national means in our research studies (CCSSE; SSI; others)
- 4.4 Aggressively communicate our successes and deal with our challenges.
- 4.5 Develop a mutually beneficial dialogue in the community about the role of the comprehensive community college.
- 4.6 Focus strategic marketing on Brookdale’s success in meeting the needs of our students and community.
- 4.7 Develop centers of excellence that will attract students, funding, and research opportunities