

FY27 INSTITUTIONAL PLANNING PRIORITIES

PRESIDENT'S OFFICE Institutional Priorities

Continuous Quality Improvement:

1. Strengthen our existing culture of assessment by collecting and utilizing data to evaluate institutional and student learning outcomes. Document processes for integrity and efficiency (PIE Division, Standard V, S.P. Commitment 3)
2. Receive accreditation from the National Alliance for Concurrent Enrollment Partnerships (NACEP) for the 2026-2027 Accreditation Cycle in April 2027. (Academic Affairs, Standard V, S.P. – Commitment 3)
3. Support shared governance through policy review, training, and collaboration with stakeholders to promote transparency, accountability, and institutional effectiveness. (President/PIE Division, Standard V, S.P. – Commitment 3)
4. Maintain ongoing accreditation readiness by integrating Middle States expectations into institutional processes, providing guidance on compliance, and preparing for future peer review cycles. (President/PIE Division, Standard V, S.P. - Commitment 3)

Curriculum and Teaching Excellence:

1. 100% of full-time faculty teaching online courses will be officially trained on the Quality Matters (QM) rubric to support the enhancement of course design in credit courses. All credit courses will reach a 90% or higher ALLY accessibility score to ensure minimum accessibility standards in compliance with the U.S. Department of Justice. (Academic Affairs, Standard III, S.P. – Commitment 3)
2. Collaborate with WSCE to identify and create procedures for awarding credit for prior learning for WSCE programs aligning with credit courses/programs. Increase the number of cross-listed courses between credit and WSCE that are offered. (WSCE/Academic Affairs, Standard III, S.P. – Commitment 3)
3. Grow enrollment, expand programs, and recruit more employer members to the Barr Construction Institute at the Bowman Family Workforce Training Center. (Workforce Solutions and Continuing Education, Standard III, Commitments 1 and 3)

Student Retention and Program Completion

1. Finalize Implementation of Watermark's Student Success and Engagement tool to replace ConexEd, improving the student experience. (Academic Affairs/Information Technology, Standard IV, S.P. – Commitment 5)

2. Meet Year 4 goals in Title III grant award: FYE course, revise orientation, QM goals, endowment matching goals. (Academic Affairs, Standard III, S.P. - Commitment 1)
3. Continue to support marketing objectives and initiatives, as identified through the Enrollment and Student Services Council. Specifically promote existing programs identified as showing potential for greater enrollment. (metrics include website analytics, social media and digital marketing analytics, enrollment numbers) (Public Relations & Marketing, Standard III, S.P. - Commitment 1)
4. Leverage Ad Astra predictive analytics software to design a student-centered, year-long academic schedule that expands course offerings across day, evening, and weekend timeframes with the goal to increase enrollment, support timely program completion, and improve student retention. (Academic Affairs, Standard III, S.P. – Commitments 1 and 3)

Community and Business Partnerships

1. Secure and steward at least three Foundation partnerships that have not previously funded HCC by June 30, 2027. (College Advancement, Standard VI, S.P. – Commitment 4)
2. Enhance visibility of HCC's 80th anniversary by developing and promoting the “80 Stories for 80 Years” campaign, highlighting the impact of students, alumni, donors, and community partners through coordinated marketing and advancement efforts. (College Advancement, Standard VI, S.P. – Commitment 4)
3. Develop and implement a *Young Alumni Engagement Strategy* aligned with the College's 80th anniversary, designed to build long-term relationships, foster a culture of giving, and increase awareness of the Foundation's impact. Increase engagement among alumni under 50 years of age. (College Advancement, Standard VI, S.P. – Commitment 4)
4. Operate the Fletcher Business Incubator at at 90% occupancy rate and increase Spark! Membership to at least 10 members. Complete and launch the 8 module self-paced entrepreneurial training program. (Fletcher Incubator, Standard, S.P. – Commitment 4)

Human Resource Development:

1. Continue to build leadership capacity by offering a minimum of seven leadership sessions for college staff and faculty. (Human Resources, Standard VI, S.P. Commitment 2)
2. Develop and adopt an “Art of the Interview” handbook to promote effective, consistent, and legal practices. (Human Resources, Standard VII, S.P. Commitment 2)
3. Continue to explore insurance cost savings, and offering employees other plan options that reduce their monthly premium cost. (Human Resources, Standard VII, S.P. Commitment 2)

Technology and Facility Enhancements:

1. Oversee construction of the Scholar and Yale Drive entrance expansion/re-location projects, implement new wayfinding signage, and install new information kiosks on campus. (President/Facilities Management, Standard VI, S.P. – Commitment 5)
2. Maintain Advanced Technology Center renovation on schedule to plan for a Fall 2027 re-opening. (President/Facilities, Standard VI, S.P. – Commitment 5)
3. Analyze the results from the Maryland Stadium Authority study completed in March 2026, and begin conversations with the HCC Board and Washington County leadership about its funding and implementation. (President/Facilities/ VP for Finance and Administration, Standard VI, S.P. Commitment 5)
4. Upgrade or replace critical security video to insure the integrity of HCC's video archives. (Information Technology, Standard VI, S.P. – Commitment 5)

Financial Resource Development:

1. Grow relationships with state and local government leaders to provide the operational and capital support needed. (President, Standard VII, S.P. – Commitment 4)
2. Continue to seek grants to support workforce development students. (Workforce Solutions & Continuing Education/College Advancement, Standard IV, Commitments 1 and 3)
3. Secure and steward at least three new foundation partnerships that have not previously funded HCC by June 30, 2027. (President/College Advancement, Standard VI, S.P. Commitment 4)