

# REACH FOR THE GOLD



## ACHIEVING STUDENT SUCCESS

**Strategic Plan 2018 - 2021**

**“EDUCATION IS THE MOST  
POWERFUL WEAPON WHICH  
YOU CAN USE TO  
CHANGE THE WORLD.”**

» Nelson Mandela

## ►► A MESSAGE FROM DR. TIMOTHY L. BEARD, PH.D.

Successfully implementing long-range strategic plans requires vision, purpose and discipline. Imagining a grand future is never difficult for educators, as we seek to share knowledge, build skills . . . and foster human potential. PHSC's vision has always been clear—to provide accessible, affordable quality higher education and training for Pasco and Hernando County residents.

PHSC has purposefully embraced a planning process that looks toward the future, while keeping our mission at our core. Our unique approach to higher education is at the heart of our identity, valuing the potential in every applicant that walks through our open doors. Our trustees, administrators, faculty and staff understand our students, knowing that all deserve the opportunities afforded by higher education. Like our college colors, black, and a symbolic, shining gold, education is a treasure that should be available to all students seeking better opportunities for themselves, regardless of prior academic record, income, age or background.

Just as successful students follow a path that demands discipline, patience and progression through well-constructed curricula, every institution requires a thoughtful, fully integrated strategy for building on accomplishments and incorporates new goals for continued academic excellence. This process involves careful research, including the collection and evaluation of data, the thorough review of existing programs and establishing new curricula to meet the changing landscape of academics and the ever-evolving workforce.

This publication highlights our plan's components and objectives. Each PHSC division, department and employee must continue to Reach for Gold to make these aspirations real, to hold ourselves accountable for our part of the plan, and for the future sustainability of the college. This strategic plan is an intentional approach to college operations, one that will help us collectively attain the goals that have brought us together at Pasco-Hernando State College.

Sincerely,

A handwritten signature in black ink, reading "Timothy L. Beard". The signature is fluid and cursive, with the first name "Timothy" being more prominent and the last name "Beard" following in a similar style.

Timothy L. Beard, Ph.D.

President

Pasco-Hernando State College



## ►► INTRODUCTION

Pasco-Hernando State College (PHSC) engages in strategic planning to ensure that the College is meeting higher education and workforce needs that best serve our students, faculty, staff, and two-county service district.

Strategic planning at PHSC is a continuous, disciplined and thoughtful process that guides the future direction of the institution. The Strategic Plan defines the College's institutional philosophy, and cohesively links PHSC's mission, vision, and core values with long-term objectives and associated responsibilities to accomplish important goals.

Approved by PHSC's District Board of Trustees, PHSC's Strategic Plan details the College's objectives within a four-year timeframe. This publication provides an outline of the College's comprehensive plan for all PHSC stakeholders.



## ►► GUIDING PHILOSOPHY

Pasco-Hernando State College believes in the power of education. Committed to an open door policy, the College supports the pursuit of knowledge and provides accessible and affordable opportunities for all students to reach academic and career goals.

The College embraces diversity and values the contributions of our students, faculty and staff, and the unique communities within our district. Embracing a student-centered environment lies at the heart of our mission.

Through continuous assessment, self-evaluation, and improvement, PHSC encourages the participation of the College community in the development of a shared vision.

We believe all students, faculty, staff, district residents and community leaders, through meaningful discourse, can make significant contributions toward the attainment of PHSC's goals and the future advancement of the College.



# ►► VISION

Student success through innovative teaching and learning:  
**Imagine – Believe – Achieve!**

# ►► MISSION

Pasco-Hernando State College (PHSC) serves the educational needs and interests of its community by awarding certificates, diplomas, associate and baccalaureate degrees. As a comprehensive, multi-campus learning-centered institution, PHSC utilizes various instructional modalities and support services. PHSC provides an accessible, diverse teaching and learning environment rich with opportunities for students to achieve academic success and cultural growth in a global society.

# ► CORE VALUES

**Excellence – Community – Integrity – Success – Safety – Stewardship**

> **Excellence:** PHSC ensures the highest quality of expertise as demonstrated in teaching, learning and service to internal and external college stakeholders.

> **Community:** The College is an active community partner. We ensure engagement in our service districts and communities as a participant and as a resource.

> **Integrity:** PHSC embodies an environment of trust, accountability and responsibility that is clearly evident in our interactions with students, faculty, staff and the community. We promote an environment of honesty, cooperation, inclusion and mutual respect at all levels for the organization and throughout the two-county district.

> **Success:** PHSC ensures that achievement is prioritized and uniquely individualized for each student. Efforts to focus on the personal and professional achievement of competencies and skills that empower students to make lifelong decisions relevant to successful careers and personal growth.

> **Safety:** We are committed to the principle that the safety and security of our staff, students and facilities are essential elements of an effective learning environment.

> **Stewardship:** PHSC is a responsible custodian for the natural, financial, and human resources with which it has been entrusted.







# ►► **GOAL 1** BEST-IN-CLASS ACADEMIC PROGRAMS AND SUPPORT SERVICES

Develop, assess, and enhance academic programs and support services that provide best-in-class instruction through a variety of delivery methods to ensure maximum student learning, engagement and success.

## **STRATEGIC OBJECTIVE 1**

Collaboratively develop new programs and identify continuous improvement and viability opportunities for existing programs.

## **STRATEGIC OBJECTIVE 2**

Practice the SACSCOC goals:

- > Integrity
- > Continuous quality improvement
- > Peer review/self-regulation
- > Accountability
- > Student learning
- > Transparency

## **SUCCESS STRATEGIES**

- > Establish partnerships with local education providers.
- > Assess student learning.
- > Evaluate and improve PHSC programs.
- > Prepare our students for success through the College Readiness Quality Enhancement Plan (QEP).





## ►► **GOAL 2** EXEMPLARY STUDENT RECRUITMENT, ENGAGEMENT, RETENTION, AND COMPLETION

Provide innovative programs and related services for student recruitment, engagement, retention, and support that augment learning to enhance student success and reflect the values of diversity and service.

### **STRATEGIC OBJECTIVE 1**

Increase enrollment of graduating district high school students with less than 30 completed dual enrollment college credit hours by 3 percent.

### **SUCCESS STRATEGIES**

- > Recruit from traditionally low enrollment yield high schools and low yield FAFSA high schools.
- > Market the financial benefits of attending PHSC to parents.
- > Engage the college community in regularly assessing our progress with the Enrollment Reporting Analytics Calls and Metrics.

## STRATEGIC OBJECTIVE 2

Exceed the state average in the fall to fall retention rate of recent high school graduates.

### SUCCESS STRATEGIES

- > Ensure access by implementing a collegewide master course schedule.
- > Engage the college community in regularly assessing our progress with the Retention Behavior Inventory calls.
- > Implement course success strategies to include:
  - Mandatory online readiness assessment prior to course enrollment
  - Withdrawal assessment and targeted action campaign
- > Engage in student outreach with:
  - The Gold campaign
  - Financial aid and academic warning contacts (notifications)
  - Peer mentorship
  - Co-curricular engagement
  - Advising as coaching certifications
  - Career planning [academic/career pathways]
  - Faculty alerts

## STRATEGIC OBJECTIVE 3

Exceed the state average in time to degree (100 percent, 150 percent, 200 percent).

### SUCCESS STRATEGIES

- > Increase success in mathematics courses.
- > Engage students with a Fifteen to Finish campaign.
- > Incentivize top 10 percent scholarship awardees to finish at PHSC.
- > Engage the college community in regularly assessing our progress with completion calls.
- > Recruit dual enrollment students with more than 30 credit hours.
- > Maximize reverse transfer initiatives.
- > Implement technology to assist with course and academic degree planning.







## ►► **GOAL 3** BRAND AND POSITION THE COLLEGE

Brand and position the College as a premier academic institution that engages students, employees, and the community.

### **STRATEGIC OBJECTIVE 1**

Increase the interactions with our digital promotional engagements by 5 percent.

### **STRATEGIC OBJECTIVE 2**

Increase College visibility through multiple media platforms.

### **SUCCESS STRATEGIES**

- > Showcase the quality of College academics, programs, events, initiatives, student opportunities and experiences through multiple media platforms and dynamic digital communications, advertising and promotions.
- > Develop a PHSC branding strategy.







## ►► **GOAL 4** RESPONSIBLE AND EFFICIENT STEWARDSHIP

Advance the stewardship of institutional financial, physical, and human resources by further streamlining College operations where efficiencies can be gained, making optimal use of prior investments in systems and re-aligning infrastructure with evolving needs.

### **STRATEGIC OBJECTIVE 1**

Create opportunities for increased, non-restricted local and legislative funding.

### **SUCCESS STRATEGIES**

- > Pursue a selective giving campaign.
- > Improve on Florida's performance based funding metrics.
- > Engage in monthly local, state, and regional legislative advocacy.

### **STRATEGIC OBJECTIVE 2**

Allocate policies, resources, and infrastructure to maximize employee success.

### **SUCCESS STRATEGIES**

- > Develop our faculty and staff through the Faculty Development Institute.
- > Establish an accessible web and campus environment.
- > Invest in systems infrastructure support for:
  - SACSCOC compliance
  - Enterprise Resource Planning (ERP) system
  - Learning management system
  - Academic planning and pathways system
  - Wireless access and mobile applications







## ►► **GOAL 5** SAFE AND SECURE CAMPUSES

Establish the College as a best-practice site for ensuring safe and secure open-campus environments.

### **STRATEGIC OBJECTIVE 1**

Ensure that all staff members receive timely safety and security trainings that represent best practices.

#### **SUCCESS STRATEGIES**

- > Offer mandatory online training for College employees.
- > Engage in campus-based active response training scenarios.

### **STRATEGIC OBJECTIVE 2**

Maintain safe and secure onsite and virtual work and learning environments.

#### **SUCCESS STRATEGIES**

- > Enhance the safety and security webpage.
- > Provide portable two-way radios for each campus.
- > Install the RAVE alert notification system.
- > Provide cybersecurity training.
- > Conduct network infrastructure audits.
- > Conduct internal campus vulnerability audits.

# ► OUR MEASURES OF EXCELLENCE

> **Student Satisfaction**

> **Graduates Job Placement**

> **Graduates Entry-Level Wages**

> **Enrollment**

> **Completion**

> **Financial Stability**

> **Employee Satisfaction**

> **Continuing Education Rates**

> **SACSCOC Accreditation**

> **Retention**

> **Campus Safety**

**“EXCELLENCE IS THE  
UNLIMITED ABILITY TO  
IMPROVE THE QUALITY OF  
WHAT YOU HAVE TO OFFER.”**

» Rick Pitton



# PHSC

PASCO-HERNANDO STATE COLLEGE

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**800.855.NOW**

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Pasco-Hernando State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of Pasco-Hernando State College.

Pasco-Hernando State College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information, visit [phsc.edu](http://phsc.edu).