



Mission

BridgeValley Community and Technical College promotes student success, prepares a skilled workforce, and builds tomorrow's leaders by providing access to quality education.

Vision

BridgeValley Community and Technical College will be the college of opportunity for a diverse learner population, offering leading-edge technology, innovative ideas, and dynamic service to our students and our communities.

Strategic Plan 2021 — 2025



Values

Faculty, staff, and administrators share a common set of values that guide the College in fulfilling its mission. These values influence our actions, guide our decisions, mold our policies, and determine our strategic planning.



Excellence in Education.

We are dedicated to excellence in education by providing a highly competent, innovative, and supportive faculty and staff; facilities equipped with current technology; quality academic and occupational programs; and integrity and high standards in teaching, learning, and service.

Accessibility and Achievement.

We are committed to access and affordability of higher education for all students and the delivery of education and support services that will enable students to achieve their individual educational goals in course, skill set, or program completion.

Respect for Diversity.

We value intellectual and cultural diversity. We believe that all individuals should have an opportunity to learn and succeed in the classroom, in the workplace, and in the community and encourage a diverse student body through open admission and delivery of educational services that support student success.

Accountability.

We are committed to efficient and effective management of human and financial resources that will maintain public trust and ensure a fiscally responsible, sustainable environment for the institution.

Quality of Work Environment.

We value each member of our community; promote free, open and responsible exchange of ideas; foster respect, trust, and support among faculty, staff, and students through shared governance; encourage ethical risk-taking and innovation; recognize exceptional performance and contributions made to our dynamic learning environment.

Contribution to Community and Economic Development.

We are committed to serving the academic, occupational, and enrichment needs of our communities; enhancing quality of life; and supporting economic development through effective business and industry partnerships and collaborations.

Commitment to the Future.

We are dedicated to continuous evaluation of the institution in order to address the needs of the present and the challenges of the future.

Strategic Imperatives

BridgeValley Community and Technical College identifies a few critical focal points to align the mission, vision, and values as part of the strategic plan.



Student Focus

We take an innovative approach to providing a variety of diverse opportunities for students

We identify and act on opportunities to address student needs both in and out of the classroom

Student Needs

Trusted Institution

We are a trusted institution that invests in the overall student experience through internal growth, campus-life opportunities, and continuing education

We emphasize the need to maintain strong relationships with community and industry

Community Involvement

Goals & Tactical Initiatives

Goal 1: Student Success

Prepare students to be successful by providing them with the education and experiences that will help them enter employment in a high-wage, high-skill occupation and by preparing them for life-long learning.

Tactical Initiatives

- Increase the number of completers in skillset, certificate, and degree programs
- Ensure a student-centered learning environment and support services
- Increase retention rates
- Increase the number of students participating in learn & earn and on-the-job training opportunities
- Implement guided pathways to clarify student end goals, help students choose and enter a path, promote retention, and streamline paths to completion



Goals & Tactical Initiatives

Goal 2: Institutional Success & Sustainability

Focus on sustainable growth and responsible use of college resources to best support students and our community.

Tactical Initiatives

- Increase headcount and FTE enrollment annually
- Pursue new revenue opportunities to support present and future program initiatives
- Assess institutional effectiveness
- Promote the college through effective marketing, branding, and public relations
- Provide access to education and training in person, online, at workplaces, and in hybrid formats
- Promote sustainable principles in college operations
- Maintain a safe, secure, modern, and positive learning and working environment



Goals & Tactical Initiatives

Goal 3: Industry & Community Success

Maintain awareness of industry and community needs and focus resources and programs that best align to the needs of our community.

Tactical Initiatives

- Responsive and flexible in course and program offerings to meet the evolving workforce needs of the Kanawha Valley
- Build synergistic relationship with community, schools, policy makers, and alumni
- Integrate community service, service learning, work-based learning, and civic engagement opportunities into programming
- Create strategic partnerships that advance community, workforce, and economic development in our region



Measuring Success

To ensure that we accomplish our mission, stay true to our vision and values, and deliver on our goals to students and the community, we monitor and measure our performance. We survey our students and faculty, integrate feedback into the plan, and then ensure alignment through a cycle of continuous feedback.



Strategic Planning Steering Committee



Aquino, Cathy

Chief Financial Officer

Atha, Jordan

Registrar

Berry, Crystal

25th Hour Communications (marketing)

Blankenship, Mark

BOG Vice Chair

Breeden, Suzette

Interim VP of Academic Affairs

Deem, Ashley

BOG Chair

Ellenberg, Kristi

Dean of General Education, Liberal Arts & Sciences, General & Transfer Education

Fakhir, Basra

Police Chief

Fauver, James

Chief Student Systems Officer and Institutional Research

Ferrell, Adam

IT Director

Fuller, Carl

IT Computer Services Manager

Grose, Kelly

Dean of Business, Legal, Creative Entrepreneurship & Technical Occupations

Hayton, Bob Hayton

Faculty Senate Chair

Harris, Alex

Student – SGA President

Jones, Todd

Vice President of Student Affairs

McCullough, Laura

Vice President of Community and Corporate Education

McDougle, James

Associate VP of Student Engagement

Mortenson, Norm

Dean of Technology

Powell, John

Chief Procurement Officer

Sacks, Casey

Acting President

Simmons, Diann

Staff Council Chair

Stark, Jason

Vice President of Operations

Syner, Alicia

Executive Director of Institutional Advancement

Whitt, Katrina

Chief Human Resources/
Communications Officer

Wicks, Michelle

Director of Outreach

Wilson, Kent

Dean of Allied Health and Nursing