



Snow College Strategic Priorities

Snow College is committed to the principles of Quality, Accessibility, and Affordability. These guiding principles are woven throughout the strategies in this plan. Snow College is one college, two campuses. Strategies apply equally to both campuses.

*The Strategic Planning Task Force has been meeting for the last few months in an effort to discuss Snow College’s strengths, weaknesses, opportunities, and threats. Campus stakeholders, community members, and parents were invited to provide their thoughts about Snow College’s strategic direction. Similar to various strategies employed by sports teams in an effort to gain a competitive advantage over the opposing team, the Task Force discussed different **strategies that could propel Snow College forward**. More than 100 ideas have been discussed at length. It is important to note that the discussions of the Task Force uncovered many overarching responsibilities that are important for Snow College. For example, we must enhance diversity among faculty, staff, and students; we must continue to increase the quality and rigor of our teaching; and we must look for ways to develop opportunities for students to become more engaged in the campus community. Even though these are important areas for Snow College to be successful, the charge to the Strategic Planning Task Force was to not simply look for areas of importance. Each one of the more than 100 strategies discussed is important and could be implemented to improve teaching, learning, and the environment at Snow College. The following strategies are not a comprehensive listing of all that Snow College could carry out, but are those priorities that the Task Force felt provided Snow College an opportunity to **gain a competitive advantage** in the higher education space.*

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| STUDENT SUCCESS | Increase national markers of student success throughout Snow College by focusing on achievement gaps as identified by the Aspen Institute |
| Goal 1: | Increase student access to effective advising |
| Goal 2: | Implement more robust student success supports and engagement opportunities throughout the college and curriculum |
| Goal 3: | Improve financial assistance for low-income and underserved populations with a focus on need-based, diversity, and retention scholarships by leveraging engagement with alumni and community |
| ACADEMICS | Improve the quality of academic programs in all mediums with a focus on student learning |
| Goal 1 | Deepen quality goals for student experiences through High Impact Practices |
| Goal 2 | Reevaluate and revise curriculum in all delivery formats to reflect quality, inclusivity, contemporary content in academic disciplines, and needs of employers |
| Goal 3 | Develop consistent and robust online programs that allow access to program completions |
| Goal 4 | Leverage Career-Technical Education (CTE) and Technical Education (TE) funding and infrastructure |
| RECRUITMENT & RETENTION | Strategically increase enrollment |
| Goal 1 | Significantly strengthen marketing structure and brand awareness, goals, resources, and strategies |
| Goal 2 | Focus recruitment efforts on new target markets, prioritizing non-traditional, diverse, and international student populations; maintain successful existing recruitment activities |
| Goal 3 | Market online programs specifically to a variety of potential student populations |
| Goal 4 | Create accessible information sites to support strategic enrollment |
| Goal 5 | Develop and implement a college-wide retention strategy |
| EMPLOYEES | Foster an environment of employee engagement characterized by a spirit of belonging and teamwork |
| Goal 1 | Prioritize a compensation package for full and part-time employees |
| Goal 2 | Implement measures to ensure equitable and reasonable distribution of workload |
| Goal 3 | Develop and implement a Diversity and Inclusion Plan designed to attract and retain diverse employees |
| Goal 4 | Expect, reward, and recognize service-oriented behaviors |
| INFRASTRUCTURE | Develop infrastructure, capital facilities, and rural development that supports Snow College’s vision and Strategic Plan |
| Goal 1 | Invest in technology and remove technological barriers for students, faculty, and staff |
| Goal 2 | Develop and implement a capital facilities prioritization list which supports the College’s strategic priorities and growth |
| Goal 3 | Provide measurable economic development contributions through an entrepreneurial mindset |