FIND YOUR PATH TO PREPARATION

Hopkinsville
Community College

Affordability

Transitions

Success

Equity

Talent

Value

HIGHER EDUCATION *Matters*

A Campus Action Plan for
Kentucky Community & Technical College System

2022-2024

AFFORDABILITY
Objectives, Strategies & Targets

1. Reduce financial barriers to college enrollment and completion.

1a. Through enhanced advocacy and fundraising, engage in efforts to increase state appropriations and alternative revenue streams and reduce reliance on tuition revenue.

1b. Reduce financial barriers and time to degree by implementing effective guided pathways (beginning in high school for dual credit students) and ensuring faculty, staff and students understand and follow federal program applicability guidelines for financial aid purposes.

1c. Leverage and expand credit awarded for prior learning to accelerate credential completion and enhance the affordability of KCTCS.

2. Improve the public's understanding of how to pay for college.

2a. Increase public awareness of the affordability of KCTCS through marketing the Work Ready Kentucky and Dual Credit Scholarships, with a special focus on adult and underrepresented populations.

2b. Enhance connections between students and employers that offer flexible scheduling, living wages and employer-paid tuition benefits to increase the number of students able to engage in high-quality, work-and-learn opportunities.

2c. Improve information dissemination and resources for current and prospective students to enhance their understanding of financial aid processes and awards.

3. Increase students' readiness to enter postsecondary education.

3a. Enhance dual credit offerings and career/program pathways to increase the number of students participating in early postsecondary opportunities and earning entry-level postsecondary credits aligned to their career goals.

3b. Leverage funding from the Council on Postsecondary Education to deliver summer bridge programs to improve college preparation and retention for recent high school graduates.

3c. As an open access institution, better support entering students through first-year experience and co-requisite courses to help them become college ready, equip them with tools to meet the demands of higher education and guide them to their desired credential pathway.

3d. Support nontraditional and underprepared students participating in adult education to increase the number of adults becoming college ready and entering a postsecondary program.

4. Increase enrollment in postsecondary education.

4a. Enhance recruitment and simplify admissions and enrollment processes to make higher education more accessible, with a special focus on adult and underrepresented populations.

4b. Partner with the Kentucky Department of Education to implement statewide articulation for high school career and technical completers to increase postsecondary enrollment and ensure the acceptance of entry-level college courses.

4c. Utilize the new KCTCS Healthcare Careers Taskforce to develop and scale effective practices to increase enrollment and success in healthcare programs to quickly meet employer needs for critical care employees.

4d. Promote employer-sponsored apprenticeships and strategies to increase use of employer education benefits to drive incumbent worker enrollment in academic pathways.

5. Increase persistence in and timely completion of postsecondary programs.

5a. Develop high-quality, flexible program delivery models, online and face-to-face, that are relevant and scalable to increase program recruitment, retention and completion.

5b. Leverage proven guided pathways (recruitment to completion) to provide wrap-around learner services focused on successful transfer and/or employment.

5c. Enhance advising and career counseling, including earlier career exploration, to improve student persistence and success.

5d. Implement services and supports to assist more students in overcoming nonacademic barriers to student success.

6. Maximize transfer of academic and experiential credit.

6a. Implement fair, equitable and streamlined processes for awarding credit for prior learning through work with curriculum committees, employers and other stakeholders.

6b. Increase transfer and reverse transfer with four-year institutions through enhanced data sharing, collaborative advising across institutions and policy review to ensure credits awarded to KCTCS students for prior learning are accepted by and transfer to Kentucky universities.

6c. Review, evaluate and revise (as appropriate) general and technical education programs to create stronger transfer pathways for students.

7. Ensure academic offerings are high-quality, relevant and inclusive.

7a. Review/revise all general education and technical program/course of study competencies to ensure relevancy and alignment with transfer and workforce requirements.

7b. Continually review and revise programs and pathways to ensure education and training offerings are aligned with high-demand or high-need occupations that provide a living wage.

7c. Provide professional development for, and promote the use of, proven practices to ensure high-quality and inclusive learning experiences.

8. Improve the career outcomes of postsecondary graduates.

8a. Develop work-based learning opportunities (short- and long-term) for each technical program of study to include apprenticeships, FAME-like models, internships and clinicals.

8b. Utilize Handshake to provide a systemwide clearinghouse for work-based learning and employment opportunities for KCTCS students and alumni to enhance training opportunities and increase job placement rates.

8c. Support and provide leadership to the statewide Collaborative Business Outreach Team to better engage and assist companies with talent development.

8d. Increase the employability of students with significant financial need through the promotion of work study opportunities that allow for the attainment of work experience while completing an educational program.

9. Increase research and service to support strong communities and economies.

9a. Increase KCTCS Workforce Solutions market penetration/expansion and business portfolio.

9b. Market and provide training for KCTCS' new Kentucky Education to Workforce GIS Application to enhance understanding of education and workforce alignment across the state and in local communities.

9c. Provide talent development services and financial resources (when applicable) via TRAINS funding to new and/or expanding Kentucky businesses.

VALUE
Objectives, Strategies & Targets

10. Increase public belief in the power of postsecondary education.

10a. Where applicable, support and execute the goals, priorities and strategies contained in the new 2022-2030 Statewide Strategic Agenda,"Higher Education Matters," and amplify CPE's messaging on the value of postsecondary education.

10b. Work with the Kentucky Department of Education to enhance equity, recruitment and marketing efforts to better engage K-12 teachers, counselors, parents and students about the value and opportunities KCTCS provides to obtain an affordable education that leads to employment in high-wage, high-demand occupations.

10c. Engage in marketing activities to increase public awareness of the value and affordability of KCTCS.

11. Build support for greater investment in postsecondary education.

11a. Create and implement a continual and planned program for engaging influencers (legislators and business leaders) in supporting KCTCS through strategic and recurring investments.

11b. Seek funding from foundations, alumni, communities and other external sources to support the goals and objectives in the 2022-2026 KCTCS Strategic Plan.

TARGETS
Key Performance Indicators

Key Performance Indicator	Baseline	Target
Time to Degree	2.92	2.7
Undergraduate Enrollment	70,233	74,517
Undergraduate Degrees/Credentials	39,548	41,600
Retention Rate	55.5%	58.5%
Graduation Rate	40.4%	43.2%
AA/AS Transfers	59.4%	65%

This document is KCTCS's Campus Action Plan, which details how the system office and its campuses will carry out the objectives of the statewide strategic agenda, "Higher Education Matters." This plan also includes targets for key performance indicators.

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