

**Elizabethtown Community and Technical College  
Strategic Plan  
2005-2010**

**GOAL ONE**

**ECTC will lead the community in the development and expansion of innovative and creative educational and training programs.**

**Objectives:**

- **Promote excellence in teaching and learning.**
- **Provide outcome-based transfer and technical programs.**
- **Increase opportunities for new and expanding partnerships that support P-16 transitions and strengthen articulation and transferability to other postsecondary institutions.**
- **Respond to economic and employment needs of the service area.**
- **Enhance the utilization of quality data for planning, evaluation and improvement of educational programs and support services.**
- **Cultivate a college culture where policies, programs, practices, and personnel support life-long learning as a priority.**

## **GOAL TWO**

**ECTC will increase student access and promote student success through responsive innovative student support programs and services.**

### **Objectives:**

- **Promote seamless educational access for students to support life long learning.**
- **Provide flexible, responsive delivery of instruction that meets the changing needs of our diverse student population.**
- **Promote student success through the implementation of best practices in the delivery of student services.**
- **Enhance student learning through a comprehensive assessment, placement, advising and student development program.**
- **Provide a safe and attractive learning environment for students, faculty and staff.**

## **GOAL THREE**

**ECTC will promote a learning centered environment by investing in faculty and staff development.**

### **Objectives:**

- **Support the professional development, personal growth and enrichment of faculty and staff.**
- **Coordinate and distribute internal and external communication that address the institution's policies and procedures.**
- **Provide financial resources to support professional development of faculty and staff.**

## **GOAL FOUR**

**ECTC will secure adequate funding and resources to support personnel, equipment, and facilities in the achievement of the college's mission and vision.**

### **Objectives:**

- **Promote the reallocation of budgeted resources that will result in efficient and effective operations.**
- **Promote partnerships to encourage resource development.**
- **Continue to explore federal, state, and other alternative sources of funding.**

## **GOAL FIVE**

**ECTC will enhance the image of the college as the institution of choice for educational, cultural and training needs.**

### **Objectives:**

- **Develop a comprehensive marketing plan for ECTC to establish positive name recognition in the community.**
- **Create external/internal awareness of student, faculty and staff accomplishments.**
- **Develop a strategic enrollment management plan to enhance the public's awareness of programs and services to attract students to enroll.**
- **Encourage involvement of faculty and staff in community organizations and events.**
- **Provide resources to upgrade and maintain physical facilities.**