



Coastal Bend COLLEGE

Strategic Plan 2025

Coastal Bend College actively engages in the strategic planning process, adopting a five-year plan and participating in an annual continuous improvement cycle. The planning cycle starts with institutional leadership conducting a review of targets, accomplishments, data, metrics and their alignment with Strategic Plan 2025.

From this review, the Annual Planning Priorities are established for the next fiscal year to provide targeted focus on areas of the broader strategic plan from a data-informed perspective to best leverage our resources and bring about institutional success.

The Annual Planning Priorities for the 2022-2023 (FY23) year:

1) IG #1 – Students

- a. Obj. 1.3 - Develop a distance learning enhancement plan/program that addresses and includes delivery, processes, policies, procedures, and practices
- b. Obj. 1.4 - Develop and implement an integrated academic and financial advising plan

2) IG #2 – Community

- a. Obj. 2.2 - Provide workforce and continuing education certification and training opportunities that meet the needs of local and regional business and industry and support students in achieving gainful employment and career advancement

3) IG #3 – Resources

- a. Obj. 3.1 - Enhance employee experiences through talent management practices that focus on recruitment, retention, professional development, and recognition to optimize our greatest asset
- b. Obj. 3.2 - Provide welcoming and comfortable residential student facilities
- c. Obj. 3.4 - Develop and implement a Wayfinding/Beautification Plan
- d. Obj. 3.6 - Identify areas of need and associated plans of action to improve the quality of CBC services
- e. Obj. 3.8 - Ensure a healthy and safe campus