BISMARCK STATE COLLEGE STRATEGIC PLAN 2013-2018

In 2011-2012, a 30-member BSC task force of representatives from BSC and the community met monthly as a group and in frequent work sessions. The result of the immeasurable effort of this team is a five-year strategic plan that will ensure our accreditation and keep our college on track to grow, innovate and go beyond in every possible way from 2013-2018.

Trends 2013-2018

The following trends in higher education, the economy, and our society will influence BSC over the next five years and were considered when shaping the plan.

- Greater public and governmental scrutiny of higher education
- Growing demands for a college education to be more affordable
- Growth in the number and diversity of North Dakota residents
- Challenges for online education from heightened competition, increased regulation, and the development of new education models
- Increasing diversity of student backgrounds, interests, academic preparation, goals, and need for educational services

Engage!

People know who we are and what we have to offer.

GOAL Branding BSC for Beyond
- Implement Hobson’s CRM software to increase enrollment and assist with student retention
- Use the enrollment management plan to develop a realizable and sustainable enrollment that improves retention and increases completers
- Conduct market research
- Establish and implement an internal communications plan for ensuring that internal stakeholders receive and understand the unifying messages of the campus

Connect!

We stay connected to our students and other stakeholders. We ensure the best quality student experience while students attend BSC.

GOAL Enhancing student experience
- Establish a Teaching and Learning Center to promote teaching excellence, make classes more engaging, and provide a better student experience
- Integrate BSC and community activities, facilities, and recreation areas
- Develop a student success class that will help students make a smooth transition to college and enable them to reach their goals
- Clearly define and implement policies and procedures for addressing student complaints, grievances, and judicial processes
- Establish a Transfer Advising Office to coordinate transfer activities for BSC students transferring to a four-year institution
- Develop affordable housing options for students attending BSC
- Expand and renovate the Student Union to improve the student experience on campus

Deliver!

We follow through on our pledge to students and other stakeholders that we will deliver the best quality education and training for success.

GOAL Ensuring high quality education
- Integrate soft skills (reading, writing, speaking) across the curriculum
- Offer a service-learning class that integrates student service with the curriculum
- Provide high-quality learning options through dual credit and prior learning
- Develop and implement systematic approaches to measuring, assessing, documenting, and communicating student learning outcomes
- Ensure quality “learn by doing” experiences for all students

GOAL Using technology effectively
- Implement campus-wide information technology services that improve student education and campus administration
- Establish and seek funding for a $10M humanities endowment to provide $550,000 a year for BSC humanities programming
- Implement a one-card system
- Develop an institutional effectiveness plan that incorporates related Title III activities and leads to improved decision making
Bismarck State College circa 2018

This final piece is what BSC will look like in 2018 if we work this plan for the next five years. The strategic planning team felt this future was a realistic one, one that shows us beyond our current status, achieving our promise thanks to the hard work of hundreds.

Bismarck State College has an outstanding reputation and has become the first choice for many students. Through good stewardship of our resources we provide affordable, high quality education. The college is committed to financial sustainability, transparency, and institutional effectiveness.

Acknowledged for our integrity and excellence, we are leaders in building partnerships with people, organizations, and educational institutions. Bismarck State College, its students, and the community are well served by these collaborations.

We are known for our innovative and personal approach to teaching and learning. Our curriculum is academically challenging, dynamic, and relevant. We are always looking ahead, working to leverage technology and best educational practices. Recognized for being well prepared, BSC graduates are sought after by employers.

Students experience a vibrant campus community that offers opportunities for positive interaction and involvement. They are proud of their association with the college. Students leave BSC prepared for personal success and civic responsibilities.