



Rolla Comprehensive Plan





STRATEGIC PLAN

MISSION

Empowering students and enriching communities through education.

VISION

East Central College will be a leader in higher education, inspiring academic excellence and driving community development.

VALUES

- Integrity
- Diversity
- Empowerment
- Service
- Learning
- Collaboration

PATHWAYS

Develop clear academic and career pathways with personalized support to increase enrollment and promote student success.

PARTNERSHIPS

Strengthen partnerships with local high schools, higher education institutions, and employers to drive intellectual and economic development in the region.

EMPLOYEES

Create a culture of collaboration and learning to attract, retain, and develop diverse and talented employees.

FINANCIAL STRENGTH

Secure financial strength to sustain institutional viability.

ROLLA

Expand our presence and offerings in Rolla to enhance the college's impact throughout our region.

Comprehensive Plan Development Timeline



ECC Rolla Future Summit:

50+ College Employees participated in the virtual event on 9/18/20



Rolla Strategy Group biweekly meetings to form plan 9/30/20 – 11/23/20



Online Community Survey:

Open 10/27/20 – 12/1/20 to community members – 154 responses



Rolla Comprehensive Plan approved by Rolla Strategy Group on 11/23/20

Key takeaways from the Rolla Summit:



Infrastructure &
Fiscal Resources



Student Support
Services



Marketing Plan &
Initiatives



Staffing
Considerations



Community
Partnerships &
Outreach



Programs & Course
Offerings

Insights from our community:

- “I would love to see ECC more active in the community and with a **bigger campus presence.**”
- “I believe that ECC provides a **critical educational role** here in Rolla.”
- “**Raise awareness** about what you offer.”
- “**More visibility** in the community. Tell us about your **successes.**”
- “I am **proud** of the education and guidance I received at ECC. I transferred to a four-year university and was **prepared** for it. Thank you!”
- “More **tutoring** services.”
- “More classes regarding **arts** and **media.**”
- “**More degree options** in Rolla.”
- “**Summer programs** for kids.” & “**Community** interest **classes.**”
- “Provide **dual credit** classes to high school students.”
- “**Keep on teaching!**”

Comprehensive Plan Objectives & Co-leads



Obj 1: **Facilities** (Christina Ayres & Bridgette Kelch)



Obj 2: **Business & Industry Partnerships** (Ed Shelton & Melissa Richards)



Obj 3: **Rolla Credit Hours** (Jenni Crosby & Tim Derifield)



Obj 4: **Community Outreach and Brand Identity** (Rachael Karr & Gregg Jones)



Obj 5: **Student Experience** (Laura Roselli Insall & Matthew Gifford)

Objective 1: Improve ECC Rolla Facilities

2021

- Remote technical support for employees
- Current classroom and student support services spaces
- Identify partnership options, space estimates, potential locations, and funding sources for comprehensive Rolla facility

2022 - 2024

- Concept design of comprehensive Rolla facility
- Foundation matching campaign to fund facility

Objective 2: Increase **business** and **industry partnerships**

2021

- Explore AEL-CNA/CMT program pathway or Patient Care program
- Survey Rolla area business & industry leaders to assess needs
- Access grant funding for a part-time pre-Apprenticeship Coordinator
- Promote customized training options

2022 - 2024

- Establish High School-to-Hire Pre-Apprenticeship Program
- Create Rolla consortium with area manufacturing partners
- Explore consultant partnership for technical training

Objective 3: Increase Rolla annual **credit hours** to 9,000

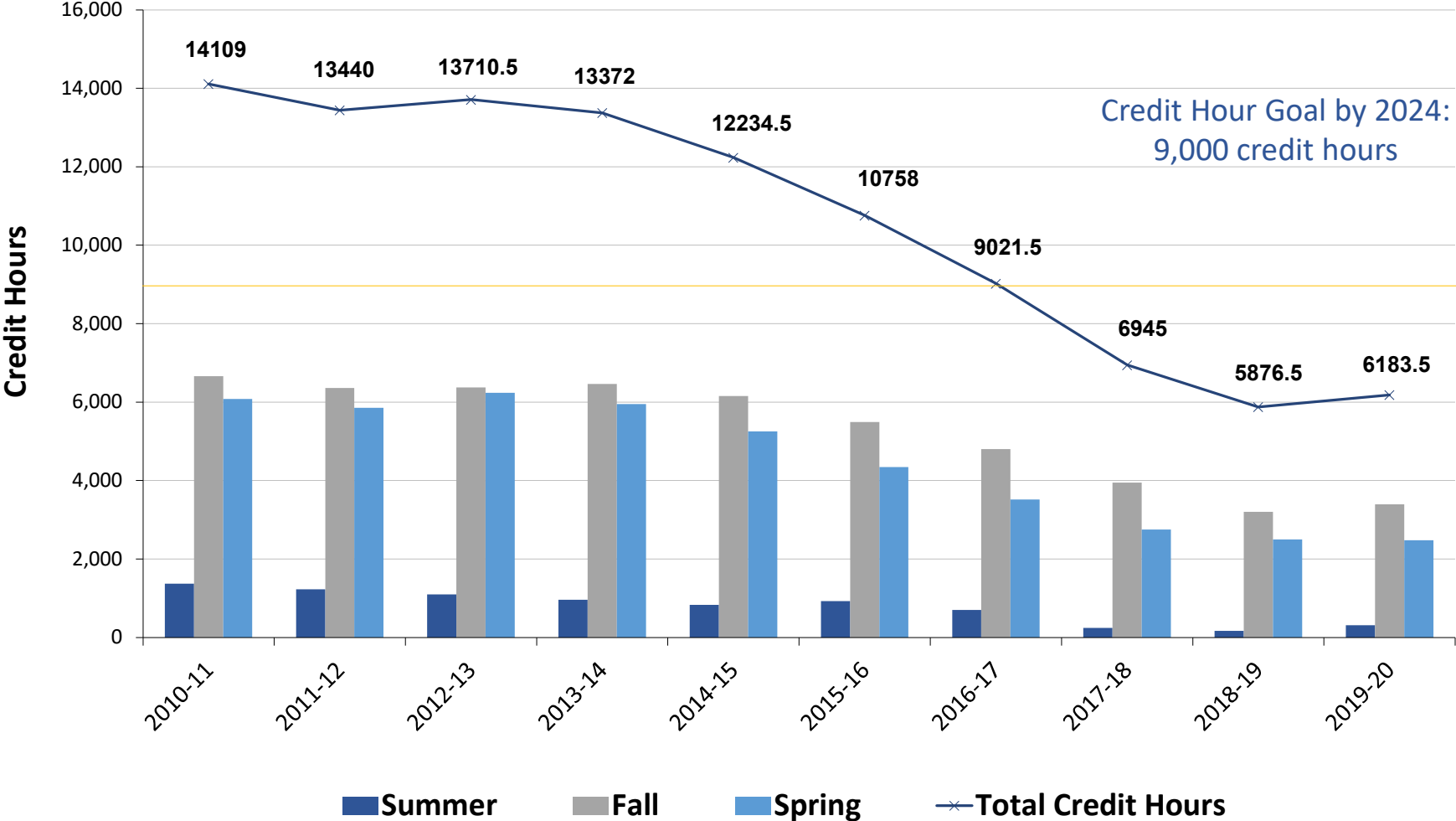
2021

- Successfully onboard and enroll students for 21FA
- Multi-year staffing plan commitment to support enrollment growth
- Assess Rolla student retention data
- Offer IET/Industrial Maintenance Certificate

2022 – 2024

- Expand articulation agreements
- Early College Academy with area high schools
- Grow campus connections program with Missouri S&T
- Design 2-year course schedule to allow for credit hour capacity increases

ECC Rolla End of Term Enrollment



Objective 4: Increase **community outreach** & further develop **brand**

2021

- Commit to Summer Learning Academy in Rolla
- Biweekly PR liaison visits
- Develop PR & Marketing campaign
- Establish external Rolla advisory group to assess operations and identify needs

2022 – 2024

- Develop annual spring service event
- Biannually assess educational options in Rolla area
- Dedicated part-time PR Rolla staff member

Objective 5: Improve the Rolla **student experience**

2021

- Improve onboarding experience
- Redesign ECC Rolla website
- Expand tutoring services onsite
- Establish stipend for Rolla SGA officers

2022 - 2024

- Increase # of active Rolla student organizations
- Expand onsite academic department sponsored events
- Increase opportunities for prospective students



Engage • Inspire • Empower