

GREAT BASIN COLLEGE

STRATEGIC PLAN

2022-2025



"The Gold Standard in the Silver State"

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Welcome to GBC

Great Basin College has been at the forefront of innovative course and program delivery from Elko and across rural and frontier Nevada for 55 years.

Although GBC has changed over the years to meet the needs of our students, industry, and the communities we serve, what remains the same is our dedication to preserving the legacy of higher education access in rural Nevada.

GBC will continue to develop the well-lit pathway for all students to achieve success through increased responsiveness and accountability.

This strategic plan, 2022-2025, is a blueprint for the challenge, reflecting a data-informed, accountable institution that is dynamic, innovative and an incubator of interdisciplinary thought.

"This is what we do. This is who we are, This is where we are going. GBC is proud to be "The Gold Standard in the Silver State."



Welcome To Great Basin College

Great Basin College is the primary provider of post-secondary education in rural Nevada with a service area that encompasses over 86,500 square miles which includes ten of Nevada's rural counties. (Elko, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Mineral, Pershing, Nye and White Pine) The main campus is located in Elko with additional centers located in Battle Mountain, Ely, Pahrump and Winnemucca. The map below illustrates Great Basin Colleges outreach throughout the state of Nevada. GBC's expertise in online education enables learning to be accessible to students worldwide.

Since the college opened its doors in 1967, educational, cultural and related economic needs of this multicounty outreach area has been met through our skills certificates and training for workforce development, associates and baccalaureate degrees as well as university transfer.



GBC Strategic Plan Committee Members

- VP Jake Rivera
- Dr. Karl Stevens
- Mary Doucette
- Alberto Jimenez
- Dori Anderpont
- Becky Coleman
- Dr. Ethan Hawkley
- Gaye Terras
- Kevin Seipp
- Reme Huttman
- Zachary Stamp
- George Kleeb
- Dr. Amber Donnelly
- Dr. John Rice

Our Mission, Vision, and Values

Great Basin College's Mission

Transforming lives through education



Vision

Great Basin College prepares students for lifelong learning in an evolving global workplace



Values

GBC is guided by the belief that a healthy community is backed by a skilled and knowledgeable workforce. This is built by:

- ◆ Forging partnerships with the communities we serve, other NSHE intuitions, and global outreach.
- ◆ Continuing to offer programs that are innovative, and relevant for student success and lifelong learning
- ◆ Promoting inclusion, Diversity, Equity, Access and Sustainability (IDEAS) across all college operations and services.
- ◆ Ensuring sustainability for GBC's future development

Philosophy

The dedicated faculty, staff and administration of Great Basin College meet the needs of our students, business and industries and the State of Nevada, by providing robust instruction for careers in an evolving workplace. We provide a flexible mixture of degrees, certificates, workforce training and community education along with open access, innovative delivery and a commitment to an equitable learning and working environment





Student Experience

Goals, Objectives and Strategies

Goal: Increase the number of students pursuing and completing their educational goals through Great Basin College by providing affordable, flexible, and equitable opportunities. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goals of **Success and Access**.

1.1. Students Success: Support the student's journey from point of contact to program completion or Transfer

1.1.1. Improve and expand educational programs from dual enrollment through bachelor's degree opportunities with well-lighted pathways.

1.1.2. Create clear pathways to enrollment through effective recruitment and advising.

1.2. Student Satisfaction: Increase student satisfaction with their variety of experiences at GBC

1.2.1. Increase the percentage of GBC students who believe GBC has contributed to their personal and professional development by meeting their education goals.

1.2.2. Measure student job placement and solicit feedback from alumni and employers regarding their satisfaction with their GBC education

1.3. Student Retention and Completion: Assess and improve student retention from course to degree completion or transfer.

1.3.1. Monitor student enrollment and success, with an emphasis on disaggregated data and apply resources efficiently to meet challenges in retention and success.

1.3.2. Provide an education through a rich mix of course delivery options, scheduling choices, and additional approaches to student achievement.





**Inclusion, Diversity, Equity
Access and Sustainability**

Goals, Objectives and Strategies

Goal: Enhance IDEAS across all college operations and services. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goal of closing the **Achievement Gap**.

2.1. Access: Remove barriers to student access and opportunities

2.1.1. Improve the college culture of understanding of student access barriers.

2.1.2. Promote more flexible scheduling and instructional delivery formats to be inclusive of all students' needs.

2.2. Diversity: Focus on inclusive and equitable practices

2.2.1. Identify and provide training each semester to focus on inclusive and equitable practices.

2.2.2. Recruit and retain diverse exceptional faculty and staff.





Workforce Development

Goals, Objectives and Strategies

Goal: Provide a skilled and knowledgeable workforce. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goal of **Workforce**

3.1. Partnerships, Collaborations, and Outreach: Build relationships and collaboration opportunities to provide seamless connections between high schools, community colleges, universities and employers.

3.1.1. Continue to build relationships with University of Nevada, Reno as we converge our purpose, mission and operations.

3.1.2. Identify and engage stakeholders through relevant sources of data to align a GBC education for workforce needs and to create experiential learning opportunities.

3.1.3. Partner with Nevada high school and other workforce development entities to engage with employers and industry associations to identify workplace needs to collaboratively develop a workforce ready pipeline.



ELKO CONVENTION CENTER

700



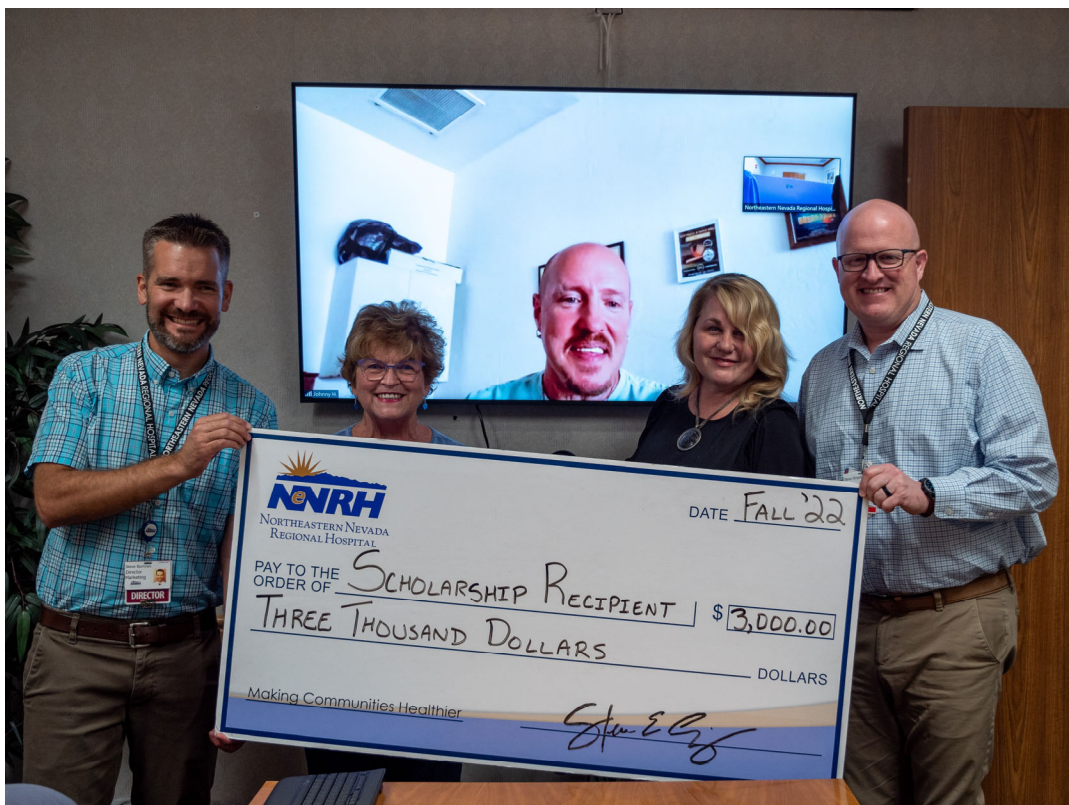
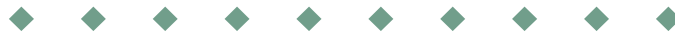
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Community

Goals, Objectives and Strategies

Goal: Lifelong Learning and Collaborations: Create lifelong learning opportunities and partnerships with communities we serve. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goal of **Access**.

- 4.1. **Develop and promote new continuing education and programing opportunities for community engagement**
 - 4.1.1. Identify and define program offerings from target audiences and GBC service areas.
- 4.2. **Develop an alumni-relationship program to mentor students and increase connections within the communities**
- 4.3. **Implement data-driven marketing strategies to increase and strengthen community outreach.**





Institutional Effectiveness

Goals, Objectives and Strategies

Goal: Institutional Effectiveness: Demonstrate a continuous process to assess institutional effectiveness—from course to program to institution—using disaggregated data to define mission fulfillment. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goal of **Closing the Achievement Gap, Success, Access and Workforce.**

5.1. Empower the institution to make effective changes by developing a strategy of continuous improvement.

5.1.1. Monitor GBC’s internal and external environments to effectively respond to emerging patterns, trends and expectations.

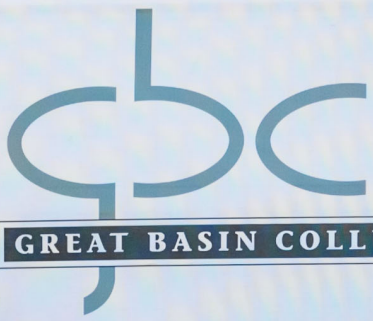
5.1.2. Review leading and lagging indicator to create an action plan for future needs.

5.2. Improve and inform decision-making through increased access to comprehensive, timely and quality data.

5.2.1. Implement our closing-the-loop continual improvement process and annually review outcomes to align with the NSHE strategic plan metrics for institutional effectiveness.

5.2.2. Analyze and publish disaggregated indicators of student achievement to implement strategies and deploy resources for mitigation of perceived gaps in equity and success.





WILLIAM N. PE
HEALTH SCIE
TECHNOLOGY



Resources

Goals, Objectives and Strategies

Goal: Secure and sustain the resources necessary to maximize the College's capacity for excellence. This goal aligns with the Nevada System of Higher Education (NSHE) strategic plan goal of **Success**.

6.1. Evaluate and improve available resources annually.

6.1.1. Use data and funding opportunities as a guide to utilize resources to meet the needs of GBC students and the institution.

6.1.2. Continually assess current technology trends that support continuous improvement.

6.1.3. Enhance transparency and usefulness of the budget process.

6.1.4. Develop a diverse revenue stream to maximize success and support our long-term growth.

6.2. Promote a culture of professional development and the sustainable balance of mental, Physical, and emotional wellness.

