

# Vernon College

## STRATEGIC PLAN

2025-2030





# About VC

On January 20, 1970, a majority of the citizens of Wilbarger County voted to create the Wilbarger County Junior College District. Vernon College (VC) held its first classes in August 1972. The College is an open-enrollment, public community college offering general academic, career, and technical education, foundational education, adult basic education, continuing education, and community enrichment programs. Vernon College operates under the authority of the Texas Higher Education Coordinating Board (THECB).

Vernon College updated its mission in 2013 to read, "The mission of Vernon College is teaching, learning, and leading. Vernon College is a comprehensive community college that integrates education with opportunity through our instructional programs and student support services by means of traditional and distance learning modes."

Vernon College serves a twelve-county area of North Central Texas, including Archer, Baylor, Clay, Cottle, Foard, Hardeman, Haskell, King, Knox, Throckmorton, Wichita, and Wilbarger, totaling 10,363 square miles. The College's main campus is located in Vernon, TX, the county seat of Wilbarger County. Major learning centers are located 50 miles east of Vernon in Wichita Falls at the Century City Center and Skills Training Center.

The majority of the College's students reside in Wichita and Wilbarger counties. The twelve-county service area is predominantly rural in nature, with Wichita Falls being the largest city. Wichita County accounts for 69.49% of the total population within the service area.



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# Message from the President

Our common goal is student success. The Vernon College Vision statement was developed long before the intense focus on student success began to gain so much statewide and national attention. The Vernon College Vision statement is "Vernon College will promote a culture of success for our students and our communities through learner-centered quality instructional programs and exemplary services". Can it be stated any more clearly? We have some great momentum going:

- Implementation of recommendations of several taskforces the past few years concerning improvements in strategies, processes, and practices is making a difference in the student experience. We will continue to move forward on this through our involvement Texas Guided Pathways, CCSSE, SENSE, THECB data, and other data collection mechanisms will provide us metrics to show our progress. We will pay attention to those metrics.
- Academic and Technical instructional programs continue to examine themselves for continuous improvement. Focus on the quality of instruction, and especially the focus on quality various modalities of delivery such as online, teams, flex, and hybrid experiences continue to be important. We have invested heavily the past few years in instructional classroom technology with HEERF funds, with institutional funds, and COVID related stimulus funds.
- Student support offices continue to focus on improvements. When I talk about the 5 Ps, the continuous review and improvement of programs, policies, procedures, processes, and practices—these areas are taking this to heart. Every student support area has the opportunity to directly influence the opportunity for success of every student that enters our doors.
- Student activities and athletic programs continue to reevaluate and to improve. The Vernon campus and the more traditional programs including music, drama, dorm life, and athletics cannot and have not accepted status quo. These programs are essential to this campus and must continuously improve. I appreciate the work that is going on and look forward to even more things that are exciting. The CCC campus, especially after the impact of COVID the past few years, has the opportunity to reexamine the student activity and student club opportunities to enhance the student experience. I am supportive of a more robust approach to each and I look forward to what we can accomplish.
- This past legislative session, the legislature developed a new funding methodology for Texas community colleges that is based on many student performance metrics instead of the long established focus of enrollment. Colleges, like Vernon College, are now rewarded for student success even in a time of declining enrollment. Because of the metrics focused on student success, Vernon College received 43.5% more state funding than in the previous legislative session.
- The implementation of the new Colleague system that is now the technology backbone of Vernon College is a state-of-the-art system that will continue to improve processes and provide essential data for data driven decisions

I am very proud of the progress the past number of years in increasing student success at Vernon College. Everyone has stepped up to the plate to meet the needs of students, communities, as well as business and industry.

Sincerely,



**Dusty R. Johnston, Ed. D.**  
*President*



# Vision, Mission, and Values



## VISION STATEMENT

Vernon College will promote a culture of success for our students and communities through learner-centered quality instructional programs and exemplary services.

## MISSION STATEMENT

The mission of Vernon College is teaching, learning and leading. Vernon College is a comprehensive community college that integrates education with opportunity through our instructional programs and student support services by means of traditional and distance learning modes.

## VALUES

Vernon College promotes a culture of success through our shared values and commitment to:

- Accessibility
- Accountability
- Building Relationships
- Diversity
- Inclusion
- Innovation
- Leadership
- Quality
- Student Success
- Teamwork





# Strategic Planning



Strategic planning at Vernon College is a systematic and collaborative process that establishes the future direction for the college and translates its vision into specific achievable goals and objectives.

As a framework for development of The Strategic Plan, The College Effectiveness Committee considered results from a variety of analytical tools and techniques including peer institutional data, environmental scan, college-wide Strengths, Weaknesses, Opportunities, and Threats (SWOT), Board Retreat SWOT, Key Performance Indicators (KPIs), and Community College Survey of Student Engagement (CCSSE).

The collective results were used to establish strategic goals and develop institutional objectives aligned with those goals and the mission of the college.







# Strategic Goals and Objectives



# Student Success

## Strategic Goal – Student Success

Students will engage in a cycle of learning that supports students to connect, enter, progress, and succeed in well-designed credentials of value.

### Objectives

- Connect: Students will select a career-focused pathway.
- Enter: Students will achieve early milestones on a stacked completion plan.
- Progress: Students will gain skills and work-related experiences
- Succeed: Students will attain valuable credentials for career and re-enter or transfer

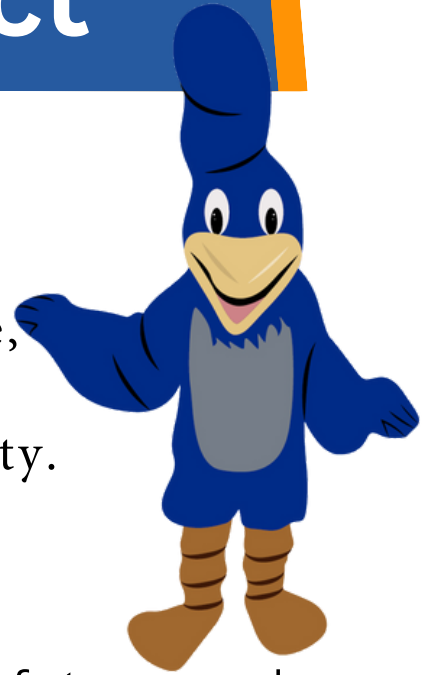




# Workforce, Community and Economic Impact

## Strategic Goal – Workforce, Community and Economic Impact

Students will achieve the necessary knowledge, skills, and abilities to enter the workforce and become a productive member of the community.



### Objectives

- Ensure workforce training meets current and future needs
- Develop stackable industry certifications and licensures
- Advance partnerships that further regional economic development
- Identify external funding opportunities that support VC initiatives
- Offer opportunities that further community education and development





# College Environment and Effectiveness

## Strategic Goal - College Environment and Effectiveness

Ensure the college environment is conducive to learning, collaboration, and innovation, while enhancing the systems, processes, and resources that drive operational excellence.



### Objectives

- Provide a safe environment
- Ensure audit and accreditation compliance
- Improve campus appearance, facilities, and infrastructure
- Promote the professional growth of faculty and staff

# Communication, Engagement and Outreach

## Strategic Goal - Communication , Engagement and Outreach

Create and sustain meaningful interactions with students, faculty, staff, and the broader community.

### Objectives

- Collaborate with schools, colleges, and universities to increase completion of successful transfer. or workforce entry
- Enhance the college's branding and marketing
- Ensure effective college-wide and external stakeholder communication







# Teaching, Learning, Leading

Vernon College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Vernon College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Vernon College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).