

NWFSC Facts, Figures and Strategic Plan Updates

Presented to the NWFSC District Board of Trustees

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NWFSC Facts & Figures

Dr. Jenna Sheffield



Metrics

Data includes internal and external reporting over a maximum 5-year period, where available. External data lags approximately one year behind internal reporting.

- **Enrollments**

- Annual by degree type
- FTE

- **Completions**

- By AA as compared to FCS
- By workforce as compared to FCS

- **Graduation Rate & Transfer Out Rate**

- IPEDS graduation rate and transfer rate compared to IPEDS comparison group

- **Overall Retention Rate**

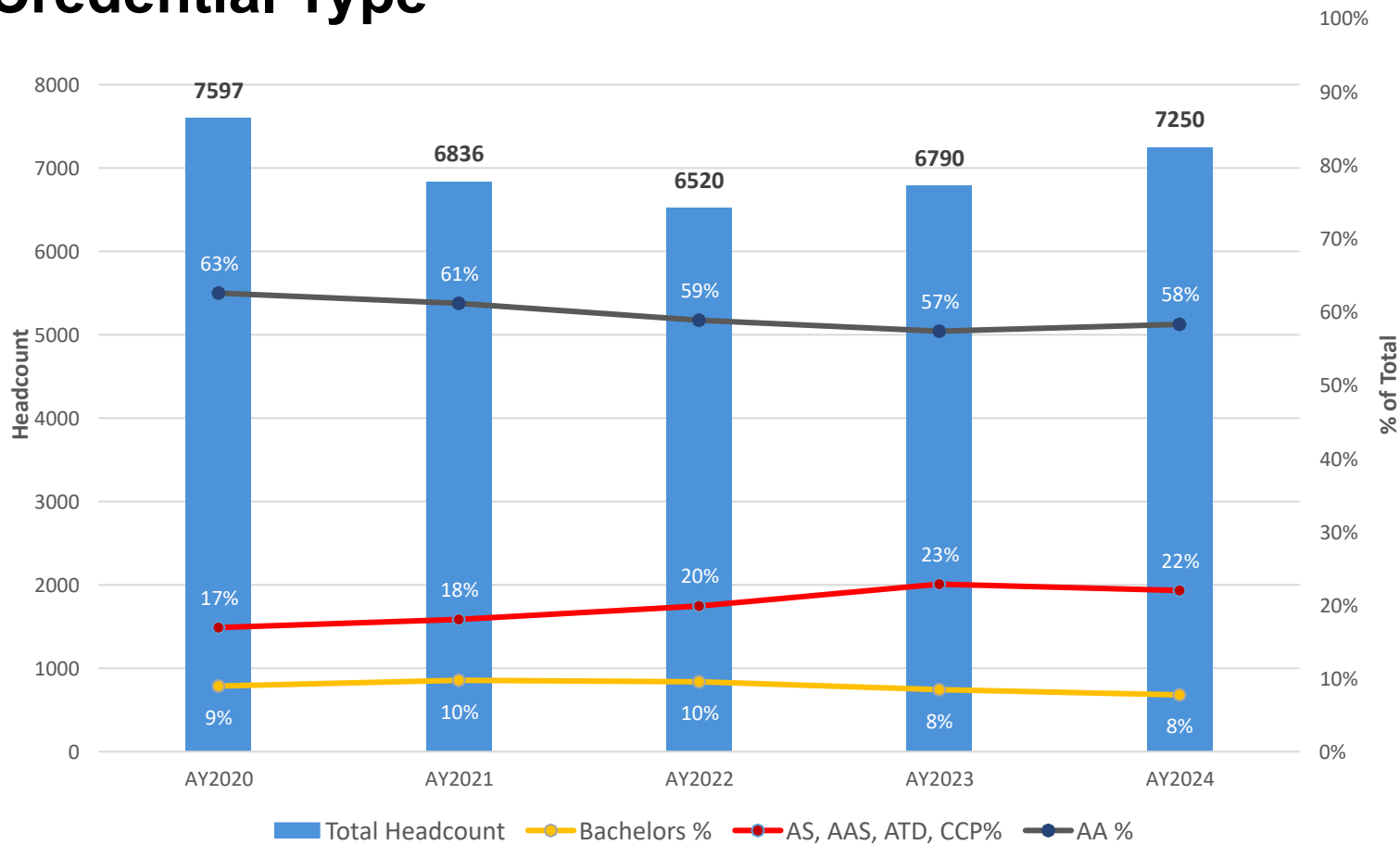
- Compared to national rates for PABs (Primarily Associate Degree Granting Baccalaureate Institutions)

- **Gateway Course Success Rates**

- Communications and Mathematics compared across FCS institutions



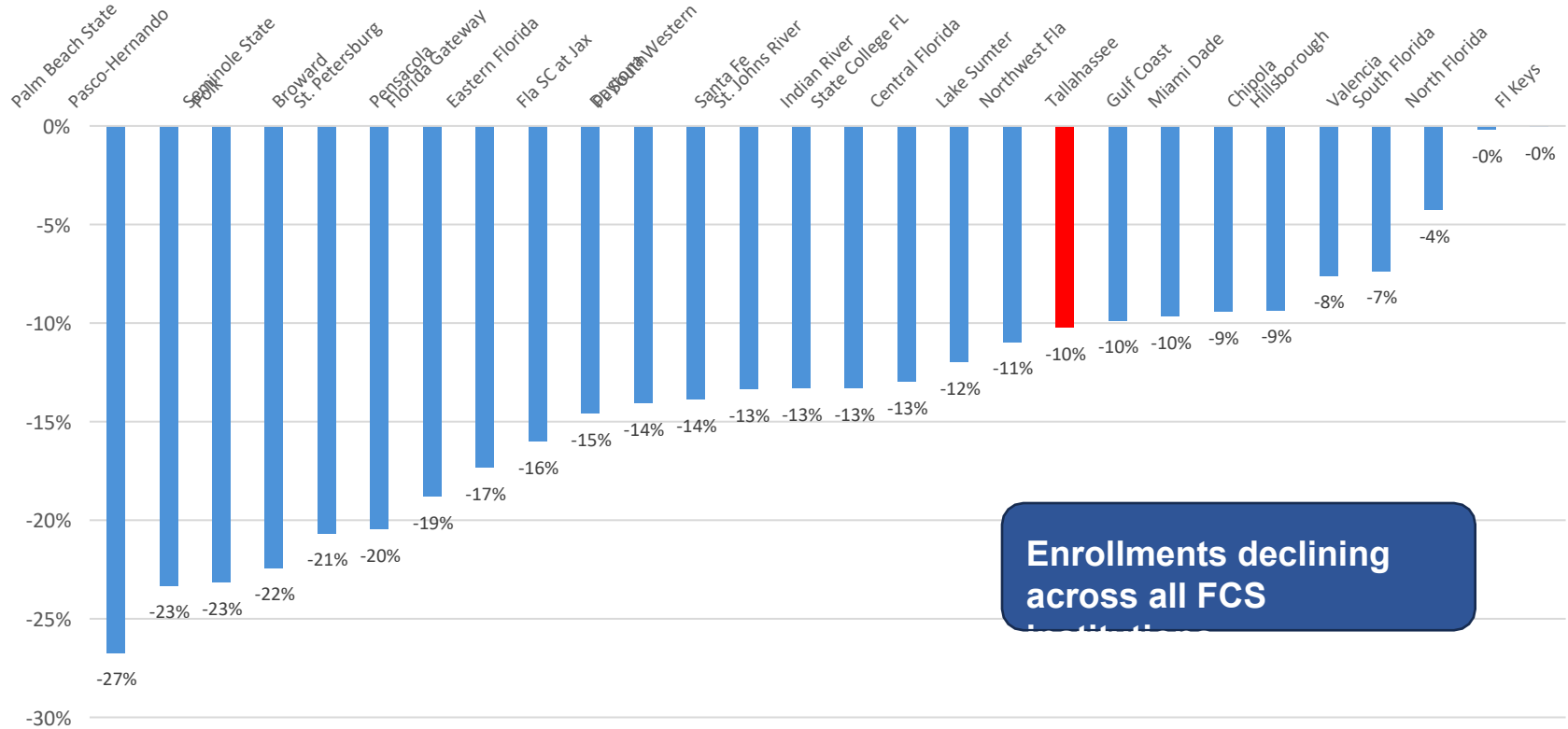
Annual Enrollment 2019 – 2020 through 2023-2024 by Credential Type



Source: NWFSO Office of Institutional Research



Enrollment in Context: % Change in Enrollment inc. Dual (Annual Unduplicated Headcount), 2019 -2020 to 2022-2023



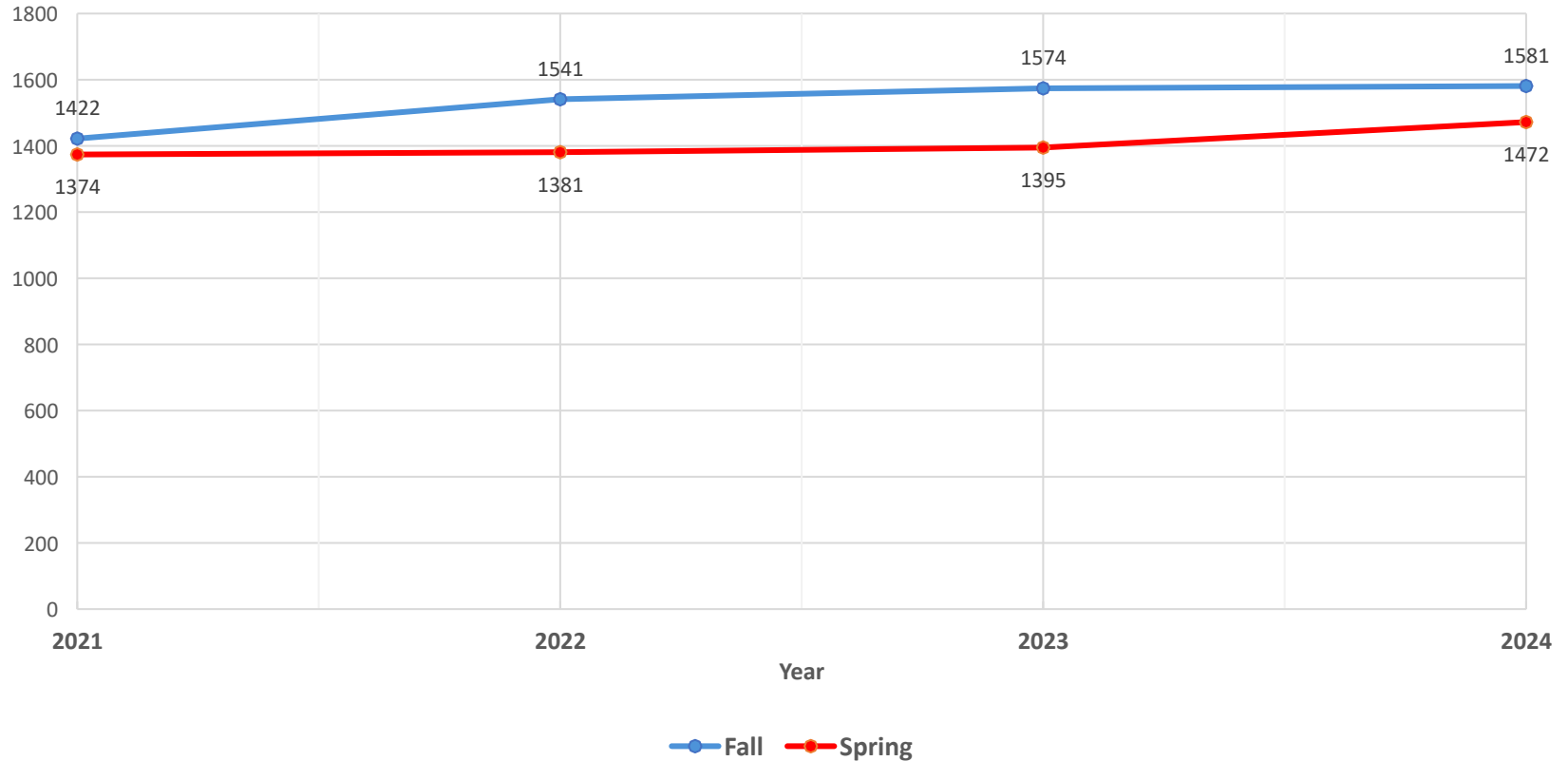
*Note: State reports run Summer-Fall-Spring, whereas internal reports are typically Fall-Spring-Summer

**Source: Florida Department of Education, CCTCMIS. 2024 not publicly available yet.



FTE

Full-Time Equivalency (FTE) reflects Florida Department of Education's (FLDOE) calculation of total credit hours divided by 30.



*Source: Internal data, at first day of semester

**Earliest available data tracked internally is Spring 2021



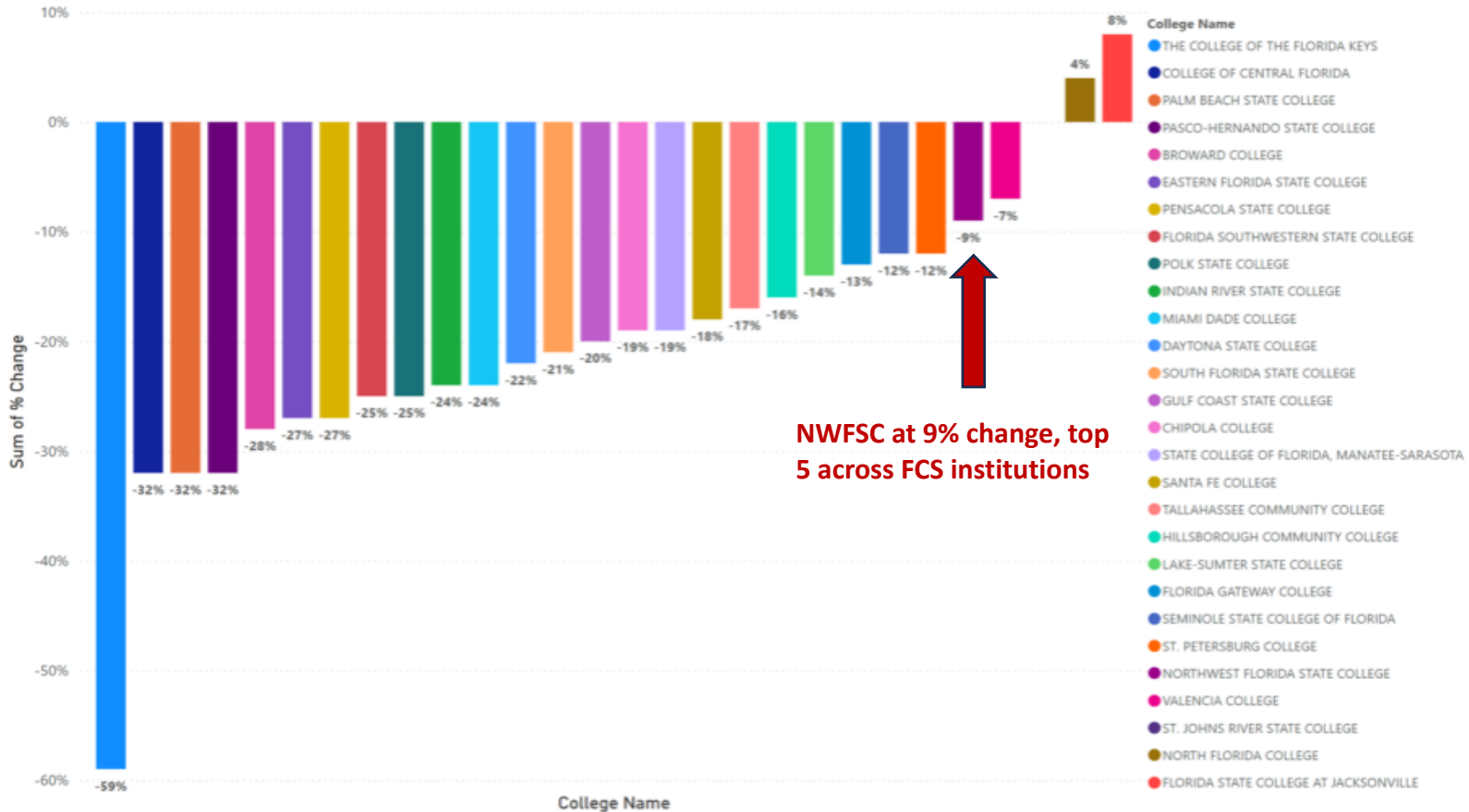
Completions

Earned credentials by year

- AA as compared to FCS
- Workforce as compared to FCS



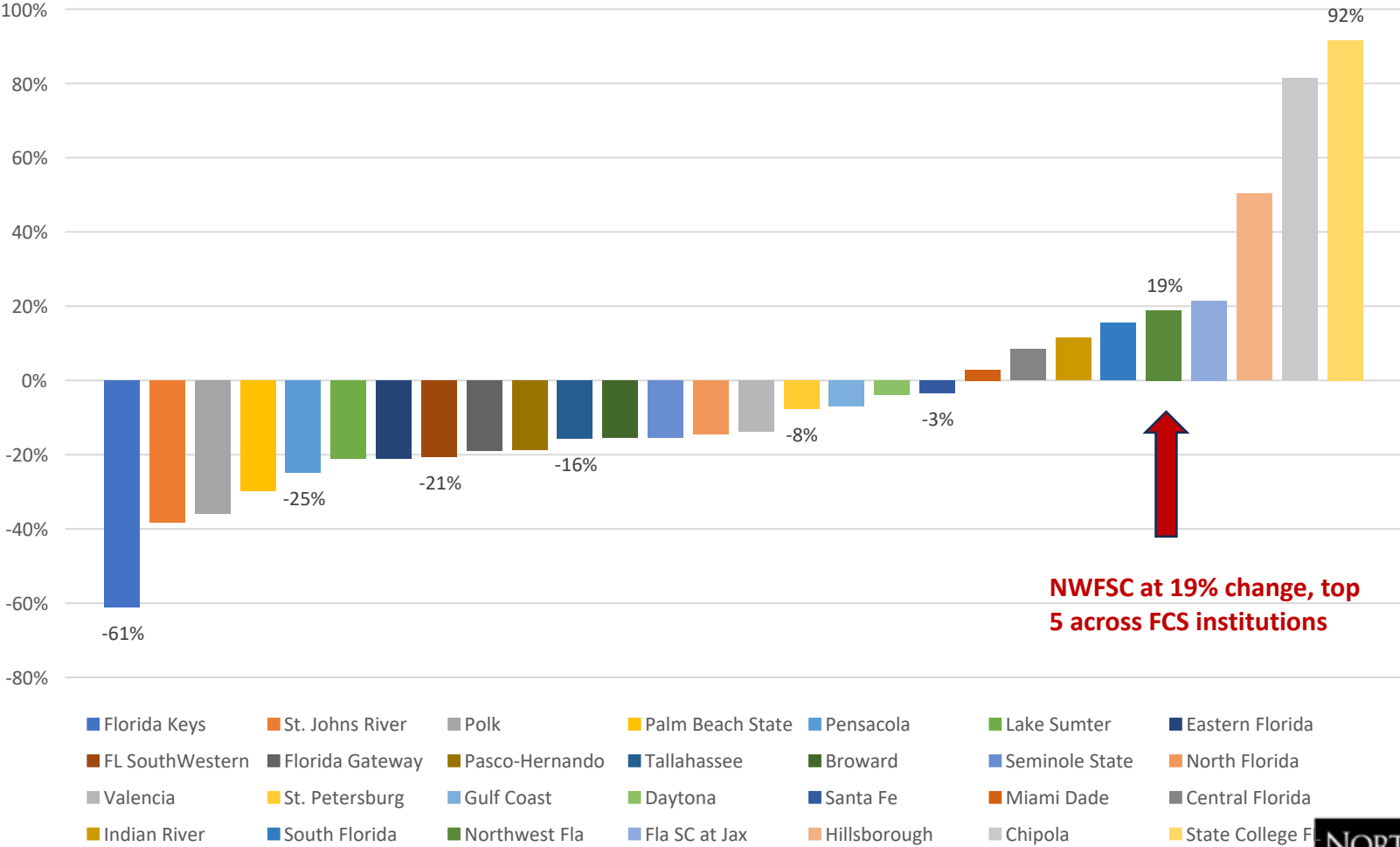
% Change in AA Completions, 2019 -2020 to 2022-2023



Source: Florida Department of Education, College Fact Book 2024



% Change in Workforce Completions, 2019-2020 to 2022-2023



Source: Florida Department of Education, College Fact Book 2024

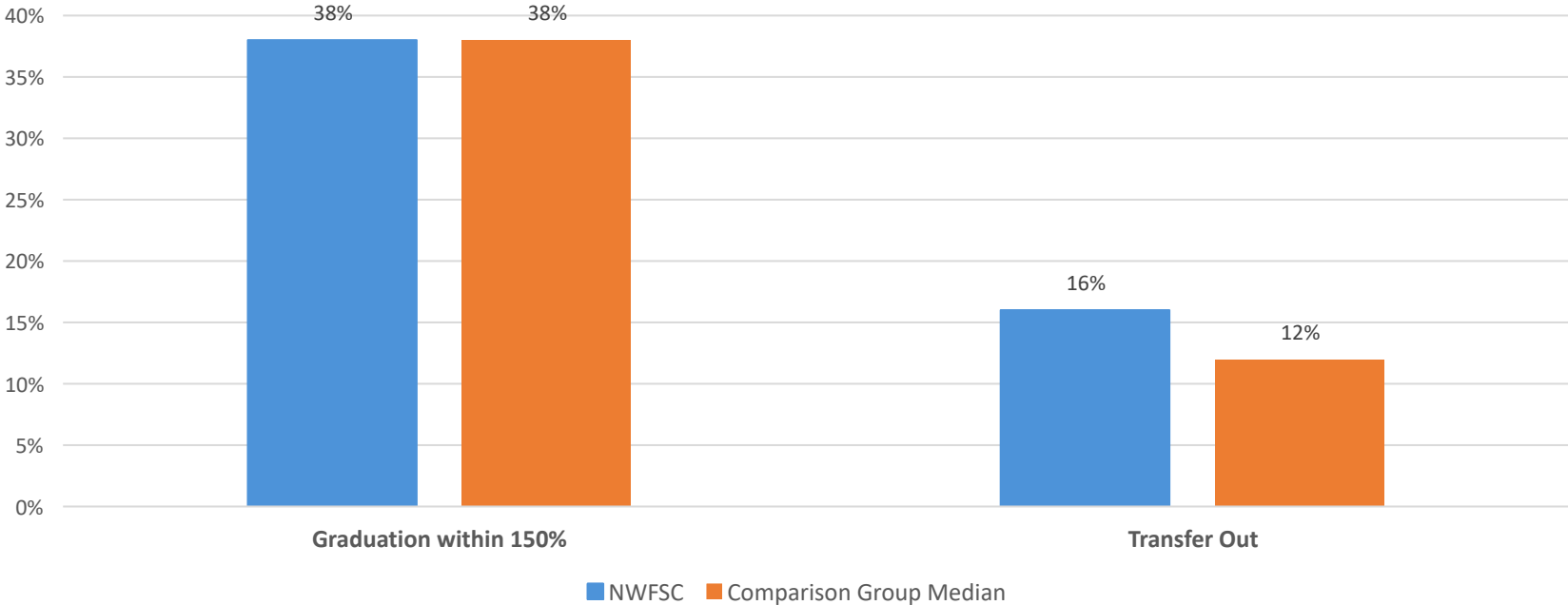


Graduation & Transfer-Out Rates

- IPEDS Graduation rate = % of students who began at NWFSC as **full-time, first-time degree- or certificate-seeking**. Determines completion of a credential within 150% of "normal time" to completion.
- Transfer-out rate is the percentage of the full-time, first-time students who transferred to another institution without completing at NWFSC.

Graduation & Transfer Out Rates

2022 data reported in 2023 for 2016 cohort (most recent comparison data available)



Source: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS): Winter 2022-23, Graduation Rates survey component.

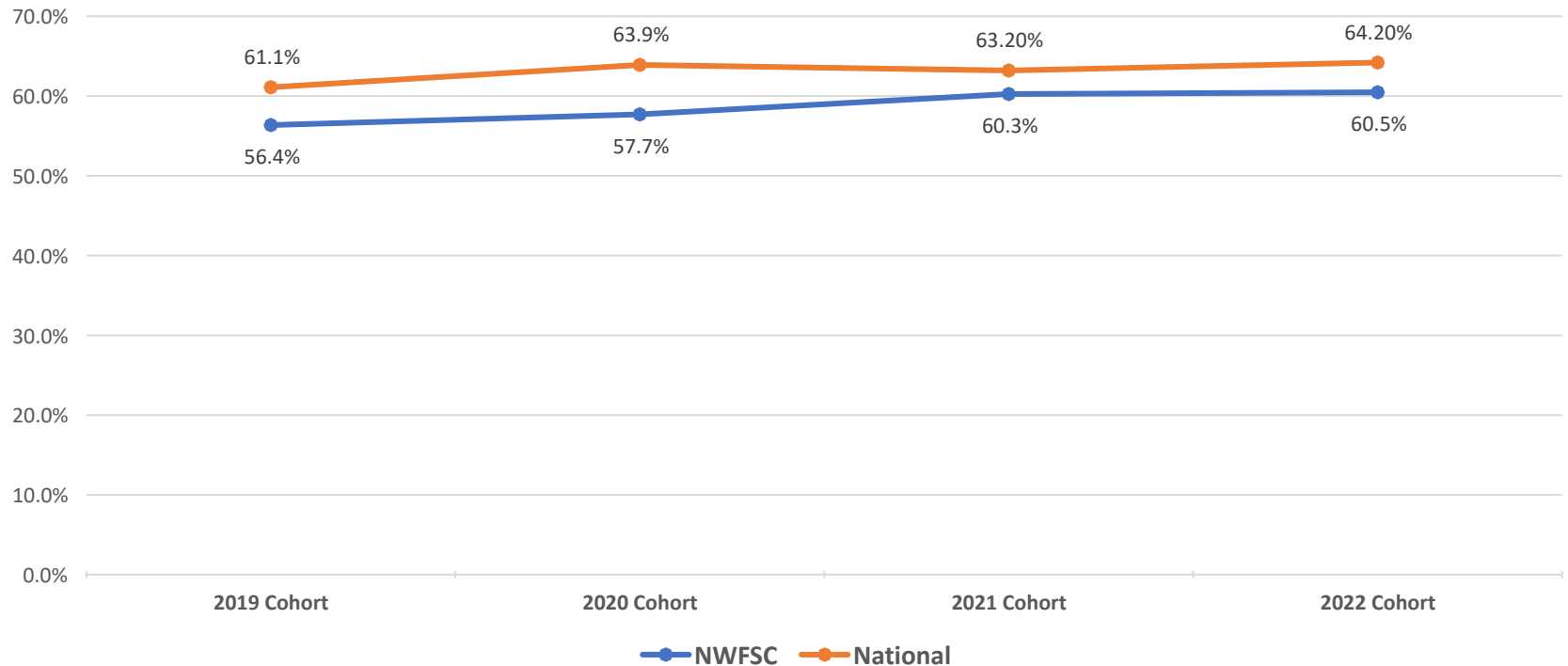


Retention

- Continued enrollment at the same institution in the fall terms of a student's first and second year OR completion of a credential at any time between the start of the fall of the first year and end of the fall of the second year.



Retention Rates: Fall 2019 - Fall 2022 Cohorts, Overall (FT & PT)



National rates based on retention rates at PABs
(primarily associate's degree granting bachelor's institutions)

Source: NWFSC Office of Institutional Research & <https://nscresearchcenter.org/persistence-retention/>

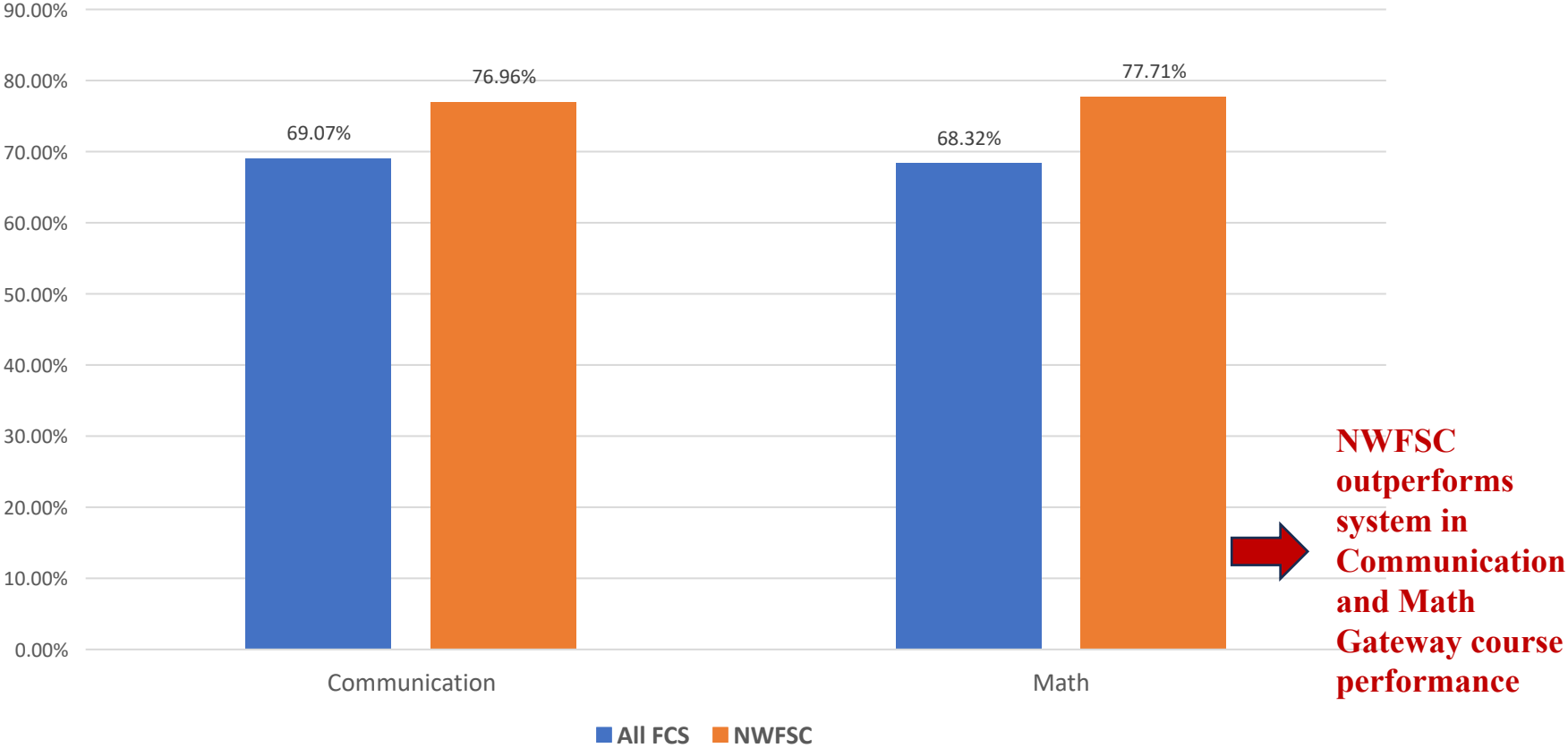


Gateway Course Success

- Average success rate (C or better) for Communications and Math
- Compared across FCS schools



Three-Year Average Success Rates for Gateway Courses, All FCS Institutions, 2020-2021 through 2022-2023



Source: Florida Department of Education "Know Your Data" Advanced Reports



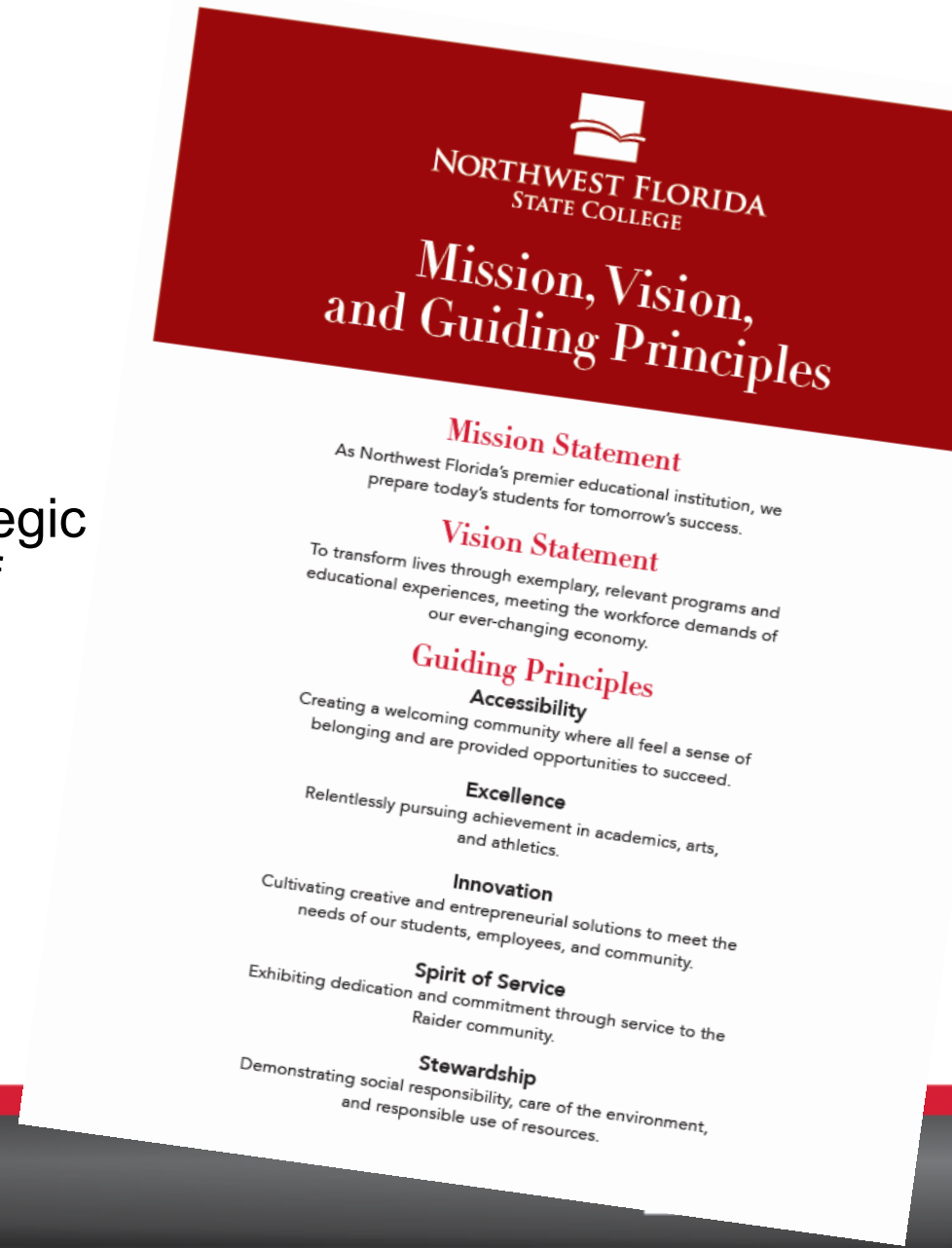
2023-2026 Strategic Plan

Dr. Cristie Kedroski



2023-2026 Strategic Plan

- **February 2023:**
Mission, Vision, and Guiding Principles for 2023-2026 Strategic Plan approved by the Board of Trustees



Mission Statement

As Northwest Florida's premier educational institution, we prepare today's students for tomorrow's success.

Vision Statement

To transform lives through exemplary, relevant programs and educational experiences, meeting the workforce demands of our ever-changing economy.

Guiding Principles

Accessibility

Creating a welcoming community where all feel a sense of belonging and are provided opportunities to succeed.

Excellence

Relentlessly pursuing achievement in academics, arts, and athletics.

Innovation

Cultivating creative and entrepreneurial solutions to meet the needs of our students, employees, and community.

Spirit of Service

Exhibiting dedication and commitment through service to the Raider community.

Stewardship

Demonstrating social responsibility, care of the environment, and responsible use of resources.

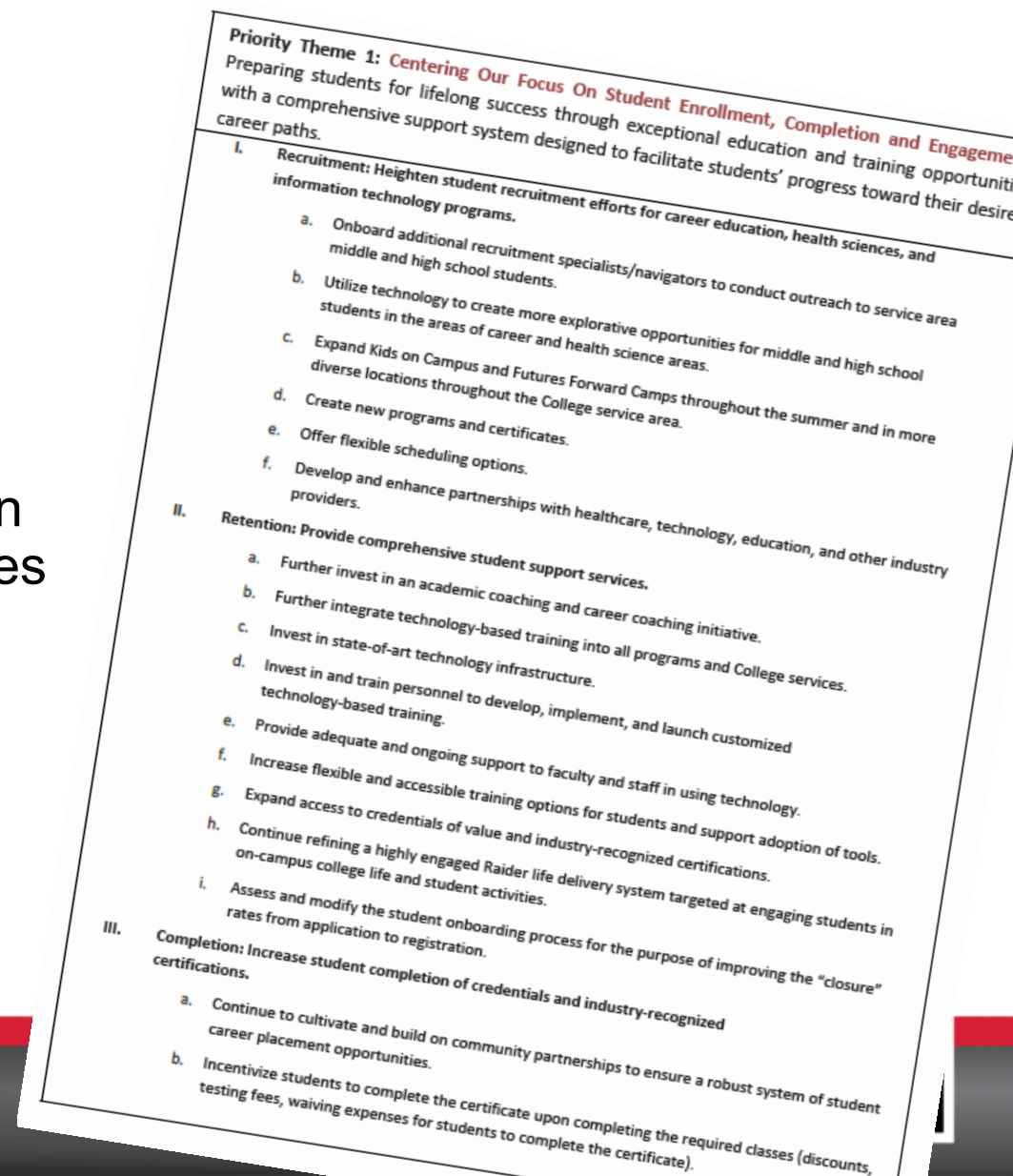
2023-2026 Strategic Plan

- **April 2023:**
Priority Themes approved
by the Board of Trustees



2023-2026 Strategic Plan

- **June 2023:** Strategies to address the priority themes across multiple years were presented as an information item to the Board of Trustees



Strategic Plan 2023-2026

Priority Themes



**Student Enrollment,
Engagement &
Completion**



**Sense of
Community**



**Culture of
Service &
Stewardship**



Strategic Plan 2023-2026

Priority Themes



Student Enrollment, Engagement & Completion

Strategic Plan 2023-2026



Student Enrollment, Engagement & Completion

- I. **Recruitment:** Heighten student recruitment efforts for career education, health sciences, and information technology programs
- II. **Retention:** Provide comprehensive student support services
- III. **Completion:** Increase student completion of credentials and industry-recognized certifications



2023-2024 Outcomes



Student Enrollment, Engagement & Completion

- Created 6 new certificates (AI, CNA, Phlebotomy, Welding [2 certificates], and Teacher Ed)
- CAPE Certifications increased 80% compared to the prior year
- The ACE facility was certified by the FAA to conduct oral and practical examinations
- Youth Apprenticeship Readiness Grant Program (YARG) concluded with 157 certification completions
- Scheduling: Increased Arts & Sciences hybrid and session offerings by 5%; increased available course offerings at every center location; increased number of late start courses
- Initiated recruitment campaign for Health Sciences expansion
- Student Recruitment: Increased number of campus tours, classroom presentations at local schools, and Raider Ready Student Orientations
- Offered 6 new Kids on Campus sessions/courses
- Expansion of Futures Forward program with 3 new sessions
- Number of Raider Life events/activities doubled (26 to 59)
- Career Focused Activities:
 - Four airlines toured the ACE and provided info about employment opportunities (PSA Airlines hired 3 graduates!)
 - Raider Life Spotlight Series: 4 speakers to address career preparation
 - Career Week every April
- Implemented new technology, Recruit and Advise, to improve student support services



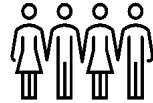
Strategic Plan 2023-2026

Priority Themes



Sense of Community

Strategic Plan 2023-2026



Sense of Community

- I. Increase of **availability of affordable, on-campus housing** for students with comprehensive housing support services and sustainable practices to minimize operational costs.
- II. Establish the College as a ‘go-to’ place (hub) for its constituents by **organizing and supporting (hosting) a variety of community events and activities** that cater to the needs and interests of the local community.
- III. Create a **pathway to academic and professional success for regional high school and technical students** by offering them an engaging on-campus college experience that supports their individual needs and aspirations.

2023-2024 Outcomes



Sense of Community

- Student housing is on-track to open in Spring 2025
- Held community Rodeo, which attracted more than 4,000 spectators
- Hosted two weeks of Raider Basketball camps
- MKAC Gallery (7 new community events)
 - Open house event held semesterly
 - Assisted Socks, a FWB non-profit, with a juried art show to raise funds
 - Consulted with the Heritage Museum on local post-Vietnam War exhibition
 - Opened the Robert L.F. Sikes Museum at the Sikes Center
- MKAC - Added 15 new holiday events
- Fine & Performing Arts Division (9 new community events)
 - 3D Arts Faculty held community Raku Workshop
 - 3D Arts Faculty held wheel throwing workshop for Rocky Bayou students
 - Faculty serve as judges in various community art shows
 - Voices of Northwest Florida are out and about!
- Launched the ELM (Entrepreneurship, Leadership, Mentorship) Youth program (17 students!)

Strategic Plan 2023-2026

Priority Themes



Culture of Service & Stewardship



Strategic Plan 2023-2026



Culture of Service and Stewardship

- I. **Maximize the College's facilities and resources** to cultivate community relationships and contribute to the growth of local community and regional workforce.
- II. Foster entrepreneurship and support local economic growth by **establishing a business incubator** that provides resources, guidance, and mentorship to aspiring entrepreneurs.
- III. Promote sustainability and environmental conservation by **advancing awareness of the Choctawhatchee Basin Alliance's and Mattie Kelly Environmental Institute's missions** and efforts through collaborative initiatives, educational programs, and community engagement activities



Strategic Plan 2023-2026

Culture of Service and Stewardship (cont.)

- IV. **Sustain the College's Division 1 NJCAA athletic programs** through a comprehensive and ongoing resource development initiative that seeks to secure financial support.

- V. Focus on the **growth of the College's endowment** by demonstrating the Foundation's value as a trusted and impactful organization that provides a strong return on investment for appropriated and gifted funds.



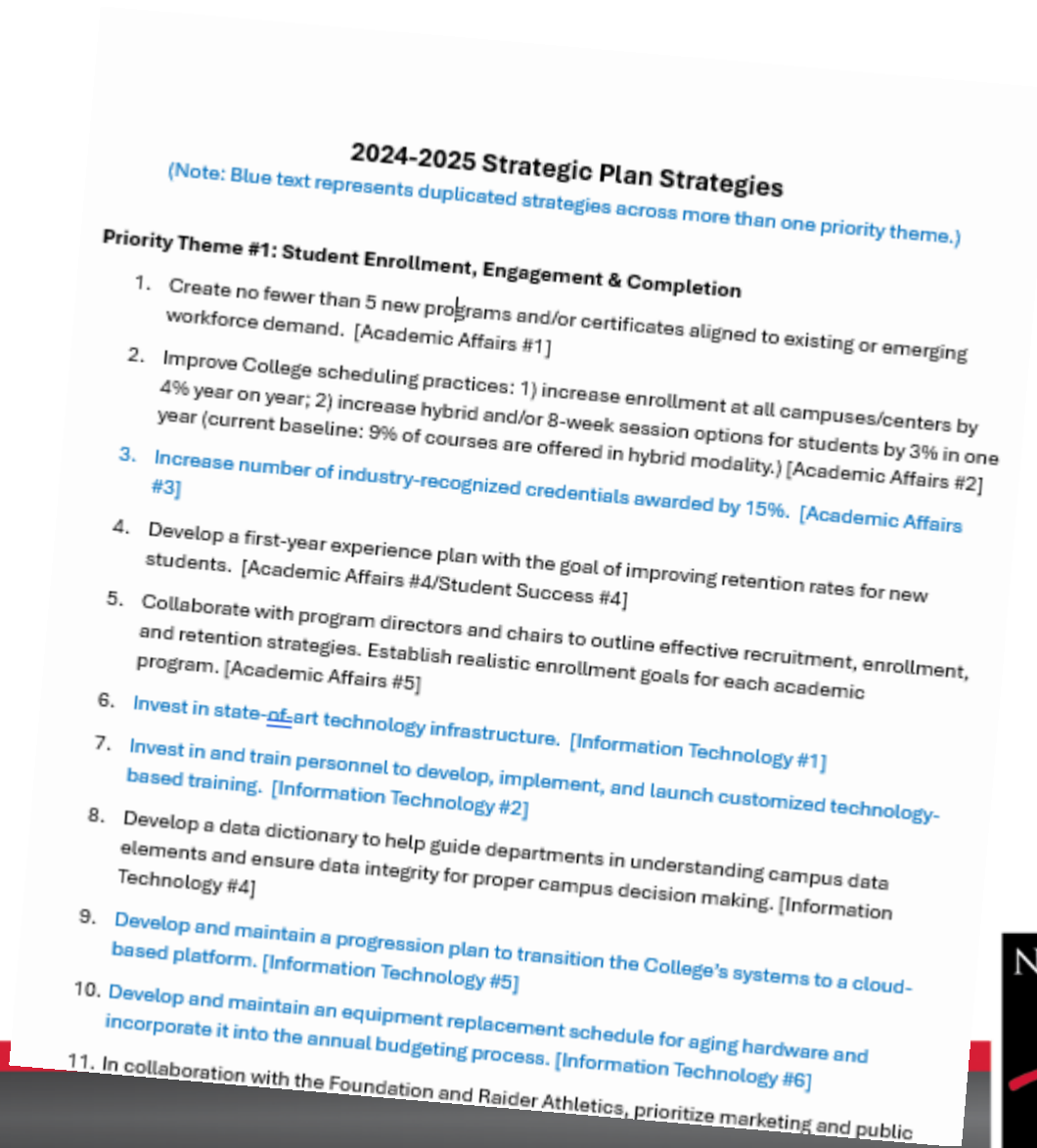
2023-2024 Outcomes

Culture of Service and Stewardship

- Received the Cenergistic's Best in Class Award for reducing energy use by 62% since 2014.
- CBA:
 - Increase in youth participation from 36 to 103 year-over-year; 42 of these youth participated in more than 5 events
 - Reached 2,750 elementary students in Grasses in Classes; added three new schools
- MKAC - Added four new theater rentals and 1 concert event to the amphitheater calendar
- Launched Raider Champions Club and increased Raider Club giving levels – FY23: \$58,550; FY24: 86,450 (47.7% increase)
- Established five (5) new Foundation endowments
- Foundation assets grew \$7.8M or 12.8%
- Foundation loaned \$5M to support Raider Village

2024-2025 Strategies

- 2024-2025 Strategies



Future Strategic Planning Objectives

1. Identify quantifiable key performance metrics:
 - Establish baseline for assessment (Surveys/Benchmarks)
 - Ex: Increase retention by 2% annually from XX% to XX%.
2. Consider a five-year (vs. three-year) strategic plan.
FCS Peer Institutions:
 - [College of Central Florida](#)*
 - [Gulf Coast State College](#)
 - [Pensacola State College](#)
 - [Polk State College](#)
 - [St. Johns River State College](#)

*The College of Central Florida does not have the 2019-2024 plan posted on their website. The weblink highlights their three strategic priorities. Planning is underway for their next 5-year plan.



Future Strategic Planning Objectives (cont.)

3. Establish clear schedule:

- **August:** Annual NWFSC At-A-Glance and Fact Book published; Operational units submit prior year assessment reports to Institutional Research
- ★ • **September/October:** Board of Trustees presentation - NWFSC Facts & Figures; Operational units submit annual expected outcomes (by September 30)
- ★ • **Fall Term:** Institutional Research reviews prior year assessment reports
- **November - February:** Board of Trustees presentation on prior year Strategic Plan performance
- **February/March:** College leadership reviews Strategic Plan performance to identify areas for new budget requests to close gaps
- ★ • **March/April:** College leadership prioritizes budget requests
- **June:** Board of Trustees approves the annual operating budget

★ Denotes Board of Trustees Engagement





**NORTHWEST FLORIDA
STATE COLLEGE**