

# Empowering Student Success, Enriching Our Community | STRATEGIC PLAN 2025-2030

## Our Mission

Linn-Benton Community College cultivates an environment for success through inclusive education and community engagement.

## Our Vision

Linn-Benton Community College transforms communities and lives through educational innovation and excellence.

*To support the ideal student experience, Linn-Benton Community College is committed to:*

### Fostering a nurturing environment

where community and collaboration are at the heart, encouraging students to connect with peers, faculty, and the wider community.

### Providing comprehensive support services

tailored to meet the needs of each student, facilitated by our caring faculty and staff.

### Cultivating a sense of belonging

and community involvement through educational experiences both inside and outside the classroom, which are designed to be engaging, affirming, and fun.

### Embracing a culture of trust,

caring, and human-centered innovation, where students are encouraged to think critically, engage creatively, and elevate their educational journey to new heights.

### Leveraging data-driven insights

to strategically invest and tailor training for our staff and faculty, thereby enhancing our effectiveness in serving students.

## We Value:

- ▶ **Opportunity:**  
We support the fulfillment of potential in ourselves and each other by ensuring accessible and consistent opportunities for all.
- ▶ **Excellence:**  
We aspire to the highest ideals in honesty, integrity, and accountability, continually striving to uphold high standards in all we do.
- ▶ **Inclusiveness:**  
We honor and embrace the uniqueness of every individual, fostering a sense of belonging and promoting the free and civil expression of ideas, perspectives, and cultures.
- ▶ **Learning:**  
We commit to the lifelong pursuit of knowledge, skills, and abilities to improve our lives and our communities, ensuring that students achieve their learning goals.
- ▶ **Engagement:**  
We actively connect as students, faculty, staff, and community, fostering engagement practices that strengthen our collective involvement.

*At Linn-Benton Community College, we envision a student experience that is both inspiring and inclusive, reflecting the values and aspirations of our community.*

## 4 Core Tenets

**01** Students engage in rigorous educational programs that are challenging yet supportive, fostering excellence, meaningful contributions, and lifelong learning.

**02** Every student feels valued and included, achieving their goals within a community that prizes connection, trust, and personal relationships.

**03** Accessibility is key, with streamlined processes that ensure students can readily engage in their education through effective, interpersonal interactions.

**04** Our campus life is vibrant and welcoming, encouraging students to immerse themselves in activities that promote skill development, community connection, and personal growth.

## Strategy: Academic Programs

*Linn-Benton Community College will support community prosperity by focusing on high-demand academic programs with life-sustaining wages, preparing students for career agility and strong critical thinking skills. We will offer flexible learning options and use up-to-date economic and regional needs data to respond to conditions in both Linn and Benton counties.*

- ✓ Improve classroom experiences and critical thinking skills for students through innovation in teaching and learning, such as through Faculty Communities of Practice.
- ✓ Ensure use of the Program Demand Index by academic departments to align degree programs with labor market trends and needs in Linn and Benton counties.
- ✓ Improve online modality offerings and success through quality online instruction and online student support services.
- ✓ Within three years, ensure all degree programs incorporate an outcome addressing Diversity, Equity, and Inclusion.

## Strategy: Coordinated Student Support

*Linn-Benton Community College will meet students' evolving needs by providing support inside and outside the classroom, equipping them with the resources and guidance necessary to achieve their academic and career goals.*

- ✓ Improve current support services to be more relevant, useful, and responsive to students' needs.
- ✓ Create specific support systems for students from underserved populations.

## Strategy: Targeted Recruitment

*Linn-Benton Community College will create targeted and equitable recruitment strategies that adapt to the dynamic and diverse populations of Linn and Benton counties, preparing community members to thrive in an ever-changing world.*

- ✓ Focus strategies to build overall awareness and visibility of LBCC and establish LBCC as an inclusive college.
- ✓ Increase LBCC representation/attendance at rural events by 50% over three years.
- ✓ Increase qualified leads for Linn-Benton Community College by 110% average year-over-year within the next three years through targeted digital advertising campaigns and optimized lead capture strategies, with a specific focus on expanding reach and engagement in rural and underserved areas.

## Strategy: Student Connectedness

*Linn-Benton Community College will foster student success by strengthening students' connections to the college through proactive outreach and engagement opportunities, creating a sense of belonging for all students.*

- ✓ Promote student engagement and active learning inside and outside the classroom.
- ✓ Increase student participation in clubs, campus events, and activities.
- ✓ Increase student participation in active learning experiences.

## Strategy: Community Engagement

*Linn-Benton Community College will continuously engage with the community. We will promote ongoing collaboration among students, staff, and local organizations, fostering pride, accountability, and connection.*

- ✓ Strengthen community partnerships between LBCC and entities within Linn and Benton counties and the region.
- ✓ Maintain strong community education participation with at least 30% of community education participants returning in the next academic year.

## Strategy: Employee Satisfaction

*Linn-Benton Community College will enhance employee satisfaction by promoting a transparent, connected, and supportive culture. We will create an environment that nurtures professional growth, development, and well-being, supporting all employees' success.*

- ✓ Maintain a culture of professional development by highlighting accomplishments and/or participation annually, and by including a professional development goal in appraisals.
- ✓ Consider enhancements to the existing governance structure to ensure a culture of seeking and providing employee input on college initiatives.
- ✓ Expand support systems within the college and connect to systems outside the college that help faculty and staff of color and underrepresented groups navigate the college and region.

“ This strategic plan is just the beginning. The most important work lies ahead as we bring our plan to life ... ”

- LISA AVERY  
LBCC PRESIDENT



**Linn-Benton**  
Community College