

— *Strategic* —

PLAN

STRATEGIC PRIORITIES FY21

- 1 Identify and promote marketable skills.
- 2 Tailor marketing efforts to reach employers in the service region.
- 3 Develop a robust college and programs of study marketing plan.
- 4 Expand articulation agreements with universities.
- 5 Create a systematic way to evaluate program viability.
- 6 Create off-site instructional sites in cooperation with K-12 and community partners.
- 7 Support faculty in work on pathways, learning outcomes and general education.
- 8 Increase the number of college-sponsored events for the community.
- 9 Provide food services on campus.
- 10 Provide transportation to and from ITECC.



TEXAS
SOUTHMOST
COLLEGE