Augusta Technical College
2022-2027 Strategic Plan

Vision Statement

Augusta Technical College will be a nationally recognized academic institution that transforms lives, organizations, and communities through excellence, innovation, and partnerships.

Mission Statement

Augusta Technical College, a unit of the Technical College System of Georgia, is a public post-secondary academic institution that builds a skilled workforce and economically stronger communities through high-quality, innovative, and affordable career-advancing credentials.

Core Values

- Excellence
- Inclusiveness
- Innovation
- Integrity
- Responsibility

Strategic Priorities

Strategic Priority I - Student Success with an Equity Focus
Enhance academic programming to be recognized at the regional, state, and national levels for excellence.

Strategic Priority II - Organizational Culture
Build organizational excellence through the growth and development of faculty, staff, and students.

Strategic Priority III - Engaging Learning Environments
Build and modernize campuses, facilities, gathering spaces, grounds, technology, and infrastructure.

Strategic Priority IV - Institutional Storytelling
Enhance institutional branding, messaging, and reputation via storytelling.

Strategic Priority V - Community Engagement
Expand academic, community and industry partnerships to support recruitment, development, and student placements.

Strategic Priorities and Tactics

1. **Strategic Priority I - Enhance academic programming to be recognized at the regional, state, and national levels for excellence.**
   1.1. Improve completion rates for all students utilizing TCSG and national benchmark data.
   1.2. Develop innovative, market driven credit and non-credit programs of study.
   1.3. Develop a comprehensive, branded, nationally recognized transfer pathway program for students.

2. **Strategic Priority II - Build organizational excellence through the growth and development of faculty, staff, and students.**
   2.1. Build a more diverse and equitable workforce.
   2.2. Create strong professional development programs for faculty and staff.
   2.3. Develop recognition and reward programs for faculty and staff.
   2.4. Create a more engaging and inviting campus life experience for students.

3. **Strategic Priority III - Build and modernize campuses, facilities, gathering spaces, grounds, technology, and infrastructure.**
   3.1. Develop a comprehensive and aspirational campus master plan.
   3.2. Develop nationally recognized facilities while updating and modernizing current buildings, equipment, grounds, and entries across campuses.
   3.3. Accelerate digital transformation to enhance culture, processes, and experiences.
   3.4. Develop strategic themes and appropriate local programming for each satellite campus.

4. **Strategic Priority IV - Enhance institutional branding, messaging, and reputation via storytelling.**
   4.1. Embark on college rebrand and strategic marketing to influence perceptions.
   4.2. Develop a comprehensive external & internal marketing and communication plan.
   4.3. Engage the ATC Foundation to promote and grow resources to support student success.

5. **Strategic Priority V - Expand academic, community and industry partnerships to support recruitment, development, and student placements.**
   5.1. Strengthen existing and develop new pathways for student access with local school districts, Fort Gordon, non-profit organizations, government, and business and industry.
   5.2. Expand community partnerships and community partner recognition program(s) to celebrate strategic partners.
   5.3. Enhance economic development impact in the region through corporate and community education.