



Strategic Plan

2022 - 2025

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Welcome to GBC



Great Basin College has been at the forefront of innovative course and program delivery across rural Nevada for 55 years.

Although GBC has changed over the years to meet the needs of our students, industry and the communities we serve, what remains the same is our dedication to preserving the legacy of higher education access in rural Nevada.

GBC will continue to develop opportunities for all students to achieve success through increased responsiveness and accountability.

This strategic plan, 2022-2025, is a blueprint for the challenge, reflecting a data-informed, accountable institution that is dynamic, innovative and an incubator of interdisciplinary thought.

This is what we do. This is who we are. This is where we are going. GBC is proud to be “The Gold Standard in the Silver State.”

GBC Strategic Plan Committee Members

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About Great Basin College



Great Basin College is the primary provider of post-secondary education in rural Nevada with a service area that encompasses over 86,500 square miles which includes ten of Nevada's rural counties (Elko, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Mineral, Pershing, Nye and White Pine). The main campus is located in Elko with additional centers located in Ely, Pahrump and Winnemucca (The Battle Mountain center closed in 2024.) GBC's expertise in online education enables learning to be accessible to students worldwide.

Since the college opened its doors in 1967, educational, cultural and related economic needs of this multi-county outreach area has been met through our skills certificates and training for workforce development, associate and baccalaureate degrees as well as university transfer.



The dedicated faculty, staff and administration of Great Basin College meet the needs of our students, business, industries and the State of Nevada by providing robust instruction for careers in an evolving workplace. We provide a flexible mixture of degrees, certificates, workforce training and community education along with open access, innovative delivery and a commitment to an equitable learning and working environment.

Mission

Transforming lives through education.

Vision

Great Basin College prepares students for lifelong learning in an evolving global workplace.

Values

GBC is guided by the belief that a healthy community is backed by a skilled and knowledgeable workforce. This is built by:

- Forging partnerships with the communities we serve, other NSHE institutions, and global outreach.
- Continuing to offer programs that are innovative and relevant for student success and lifelong learning.
- Promoting Inclusion, Diversity, Equity, Access and Sustainability (IDEAS) across all college operations and services.
- Ensuring sustainability for GBC's future development.



THEME ONE:

The Student Experience

Goal: Increase the percentage of students pursuing and completing their educational goals through Great Basin College; providing affordable, flexible, and equitable opportunities.

- 1.1. Student Success: Support the student's journey from point of contact to program completion or transfer.**
 - 1.1.1. Improve and expand educational program opportunities with well-lighted pathways.
 - 1.1.2. Create clear pathways to enrollment through effective recruitment and advising.
- 1.2. Student Satisfaction: Increase student satisfaction with a variety of experiences at GBC.**
 - 1.2.1. Increase the percentage of GBC students who believe GBC has contributed to their personal and professional development by meeting their educational goals.
 - 1.2.2. Measure student job placement and solicit feedback from employers regarding their satisfaction with a GBC education.
- 1.3. Student Retention and Completion: Assess and improve student retention from course to degree completion or transfer post degree completion.**
 - 1.3.1. Monitor student enrollment and success, with an emphasis on disaggregated data, and apply resources efficiently to meet challenges to retention and success.





THEME TWO:

Inclusion, Diversity, Equity, Access and Sustainability (IDEAS)

Goal: Enhance IDEAS across all college operations and services.

- 2.1. **Access: Remove barriers to student access and opportunities.**
 - 2.1.1. Improve the college culture of understanding of student access barriers.
 - 2.1.2. Promote more flexible scheduling and instructional delivery formats to be inclusive of students' needs.
- 2.2. **Diversity: Focus on inclusive and equitable practices.**
 - 2.2.1. Identify and provide training each semester to focus on inclusive and equitable practices.
 - 2.2.2. Recruit and retain diverse exceptional faculty and staff.





THEME THREE:

Workforce Development

Goal: Provide a skilled and knowledgeable workforce.

- 3.1. **Partnerships, Collaborations and Outreach: Build relationships and collaboration opportunities to provide seamless connections between community colleges, high schools, universities and employers.**
 - 3.1.1. Continue to build the relationship with the University of Nevada, Reno as we collaborate and align our purpose, mission and operations.
 - 3.1.2. Engage with employers and industry associations to collaboratively develop a workforce ready pipeline by identifying GBC students who have taken dual enrollment and/or CTE courses and have graduated from GBC.





THEME FOUR:

Community (Continuing Education, Marketing, and Alumni)

Goal: Lifelong Learning and Collaborations: Create lifelong learning opportunities and partnerships with the communities we serve.

- 4.1. **Develop and promote new continuing education and programming opportunities for community engagement.**
 - 4.1.1. Identify and define program offerings from stakeholders within GBC service areas.
- 4.2. **Develop an alumni-relationship program to mentor students and increase connections within the communities.**
 - 4.2.1. Re-establish and maintain a GBC alumni association, to be managed by the Foundation using graduate data.
- 4.3. **Implement data-driven marketing strategies to increase and strengthen community outreach.**
 - 4.3.1. Leverage social media to engage with key audiences to support enrollment efforts.





THEME FIVE:

Institutional Effectiveness

Goal: Institutional Effectiveness: Demonstrate a continuous process to assess institutional effectiveness—from course to program to institution—using disaggregated data to define mission fulfillment.

- 5.1. Empower the institution to make effective change by developing a strategy of continuous improvement.
 - 5.1.1. Monitor GBC's internal and external environments to effectively respond to emerging patterns, trends and expectations.
 - 5.1.2. Review leading indicators to create an action plan for future needs.
- 5.2. Improve and inform decision-making through increased access to comprehensive, timely and quality data.
 - 5.2.1. Implement our closing-the-loop continual improvement process and annually review outcomes to align with the NSHE strategic plan metrics for institutional effectiveness.
 - 5.2.2. Analyze and publish disaggregated indicators of student achievement to implement strategies and deploy resources for mitigation of perceived gaps in equity and success.



THEME SIX:

Resources



Goal: Secure and sustain the resources necessary to maximize the College capacity for excellence.

- 6.1. Evaluate and improve available resources annually.**
 - 6.1.1. Use data and funding opportunities as a guide to utilize resources to meet the needs of GBC students and the institution.
 - 6.1.2. Continually assess current technology trends that support continuous improvement.
 - 6.1.3. Enhance the transparency and understanding of the budget process.
 - 6.1.4. Develop a diverse revenue stream to maximize success and support our long-term growth.
- 6.2. Promote a culture of professional development and the sustainable balance of mental, physical and emotional wellness.**
 - 6.2.1. Create professional development sessions to address a variety of needs and topics as indicated from an annual survey.





The **GOLD** Standard
in the **SILVER** State

— EST. 1967 —

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