



DEL MAR COLLEGE

2024-2029 STRATEGIC PLAN

Approved by the DMC Board of Regents on June 11th, 2024



CHARTING THE VIKING WAY

The process that brought us to *Charting the Viking Way* involved extensive participation across every part of the Del Mar College community. Through conversations, interviews and committee work, a very clear consensus emerged. There is a great desire to refine our processes, reconnect and strengthen our community, and improve our communication. This shared aspiration reaches beyond our internal community. It represents a desire to share what is so relevant and special about Del Mar College with a wider audience that is critical to our success.

While previous plans have had a stronger focus on positioning and infrastructure or programmatic elements, this moment is about defining who we are and what we do. We want to optimize the experience for the student and communicate to others about our pathways to success. As the College continues to grow new programs and campuses while navigating the changing landscape of a new funding model, this is an opportune time to prioritize these areas. Our new plan must be ambitious but also remain flexible to meet the changing needs of our environment. This organic plan is designed with that flexibility in mind. *Charting the Viking Way* refines the sentiment that was shared throughout the discovery process into three guiding stars that will help Del Mar College successfully capture this moment and succeed in the years to come.

Mark Escamilla, Ph.D.
President/CEO

Strategic Plan Components

Vision. What we aspire to achieve.

Mission. The purpose of the College.

Values. The standards we prioritize when making decisions.

Guiding Stars. The Foundation of the strategic plan.

Overarching Goals. The desired results that the College is committed to achieving.

Strategies. Specific actions that will move the goals forward.



VISION

Del Mar College empowers our communities to achieve their dreams.

MISSION

Del Mar College provides educational pathways that transform lives, build partnerships, and enrich communities.

Values of THE VIKING WAY

INTEGRITY

Operating with openness and honesty in all endeavors at the College.

COURAGE

The willingness to take on challenges and overcome barriers.

RESOURCEFULNESS

Using all that we have and committing all that we are to ensure student success.

COMMUNITY

The people we commit to serving through access and equity.

EMPATHY

To respect and honor the experience of others.

TRADITION

The shared legacy of the people at Del Mar College who have learned, taught, and charted The Viking Way.

Introducing the Guiding Stars





Guiding Star I: *Communicate*

This community takes great pride in the mission we serve, and we want the world to know about it. From the basic needs of the students we serve, to the current and future needs of our community partners, this star focuses on putting collaborative plans into action.

Goal 1

Collaborate across the College

Strategies

- ✦ Continue the practice of shared governance.
- ✦ Engage leaders at all levels.
- ✦ Improve student-facing communication.
- ✦ Enhance internal communication pathways for faculty and staff.

Goal 2

Connect beyond the College

Strategies

- ✦ Prioritize enrollment marketing.
- ✦ Increase DMC brand awareness across the Coastal Bend.
- ✦ Recruit through various avenues.
- ✦ Streamline communication.
- ✦ Bring the community to campus.
- ✦ Represent the College through advocacy and volunteerism.



Guiding Star II: *Elevate*

The higher education landscape is changing dramatically. The growing needs of our region have given rise to new programs and now a new outcomes-based funding model for community colleges. Our programs and processes must rise to meet the new challenges while keeping focused on the outcome for the students.

Goal 1

Increase completion for all students

Strategies

- ✦ Create programs in response to individual and community needs.
- ✦ Enhance instructional environments to facilitate student success.
- ✦ Facilitate transition from entry point programs to credit programs.
- ✦ Create multiple pathways for students to achieve their educational intent.

Goal 2

Maximize resources entrusted to the College

Strategies

- ✦ Maintain accessibility for students.
- ✦ Diversify revenue streams.
- ✦ Align institutional framework with HB8 Funding.
- ✦ Leverage financial support for student needs.
- ✦ Coordinate the use of information resources.
- ✦ Maximize effective space utilization.
- ✦ Maintain physical resources.



Guiding Star III: *Cultivate*

Culture and connectivity are important to the Viking community. How we welcome new students and new employees and then continue to serve their academic and professional development has profound implications on our success college wide. A great place to work and study improves retention and outcomes.

Goal 1

Nurture our faculty and staff to achieve their full potential

Strategies

- ✦ Expand opportunities for professional development.
- ✦ Enhance opportunities for advancement.
- ✦ Prioritize campus safety.
- ✦ Provide opportunities for faculty and staff to engage in wellness initiatives.
- ✦ Establish a Culture of Belonging: The Viking Way.

Goal 2

Optimize the Viking Student Experience

Strategies

- ✦ Establish first interactions to promote DMC programs and recruit students.
- ✦ Engage with incoming students.
- ✦ Help students navigate through comprehensive educational pathways.
- ✦ Prepare all faculty and staff to properly advise all students.
- ✦ Recognize milestones.
- ✦ Prepare students for post-completion success.

SPECIAL THANKS

*A special thanks to all stakeholders who participated
in the creation of the strategic plan, including:*

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