



SOUTHWEST
TEXAS★COLLEGE

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Strategic Plan Targets and Metrics 2025-2030

**Board of Trustees Meeting
February 20, 2025**

Data-Driven Approach



Why metrics matter

- Data informs decision-making and accountability
- Targets align with House Bill 8 provisions
- Mid-plan reviews assess progress and refine strategies

Strategic Goals Overview

- **Goal 1 - Start/Enroll**

Foster inclusivity and engagement for students and stakeholders

- **Goal 2 - Persist/Succeed**

Champion opportunities for student success

- **Goal 3 - Complete/Ascend**

Increase personal, professional, and community growth

- **Goal 4 - Develop/Innovate**

Sustain a culture of continuous improvement

Goal 1 - Start/Enroll

Objective 1.1: Increase student enrollment by 500 students by 2030

	Baseline	Target
Increase # of students with no dual credit who come to SWTX after HS graduation	1,838	2,114
Increase # of students with dual credit hours who come to SWTX after HS graduation	1,371	1,577
Increase # of AEL students who transition from AEL/GED/ESL program to SWTX	123	141
Increase student enrollment by 500 students by 2030	3,332	3,832
Increase # of students enrolled in High Demand Fields Program	1,404	1,500
Increase # of students enrolled in Fields of Study	388	450

Goal 1 - Start/Enroll

Objective 1.2: Enhance students' sense of connection to SWTX as demonstrated by pride, ownership, culture, identity, inclusivity, and engagement

	Baseline	Target
Increase participation in student events	180 30	200 11% 35 16%
Increase graduation survey scores on pride, inclusivity, and belonging		
Increase student-led initiatives and clubs	27	30

Goal 2 - Persist/Succeed

Objective 2.1: Increase the number and percentage of pre-collegiate students achieving 15 credits that meet requirements for a certificate or degree

	Baseline	Target
Dual Credit	452 14.23%	497 10% increase
Early College High School, Early College High School Academy, and P-Tech	143 23.59%	158 10.5% increase

Goal 2 - Persist/Succeed

Objective 2.2: Increase the number and percentage of students achieving 15 credits and transferring to a Texas university

	Baseline	Target
Dual Credit	9/3365 <1%	11/3365 3% 15% increase
Previous Dual Credit	19/2163 1%	22/2163 1% 15% increase
Not Dual Credit	87/1130 8%	100/1130 9% 15% increase

Goal 2 - Persist/Succeed

Objective 2.3: Increase the persistence rate

	Baseline Fall-Spring	Target Fall-Spring	Baseline Fall-Fall	Target Fall-Fall
Academic students	599/1074 56%	659/1074 10% increase	557/1074 52%	613/1074 10% increase
Technical students	251/551 46%	276/551 10% increase	74/140 53%	81/140 10% increase
High Demand Fields students	87/121 72%	96/121 10% increase	23/46 50%	25/46 10% increase
Non-High Demand Fields students	164/430 38%	180/430 10% increase	51/94 54%	56/94 10% increase

Goal 3 - Complete/Ascend

Objective 3.1a: Increase progress to completion rate for academic students

		Baseline	Target
Academic:	15 SCH First Term	34/859	40/859 17.65% increase
	30 SCH First Year	70/859	82/859 17.14% increase
	45 SCH 2nd Fall	2/859	4/859 100% increase

Objective 3.1b: Increase progress to completion rate for technical students

		Baseline	Target
Technical - Basic:	50% complete First Term	1674	1843 10% increase
Technical - Advanced:	50% complete First Term	205	226 10% increase

Goal 3 - Complete/Ascend

Objective 3.2: Increase completion rate

		Baseline	Target
With Dual Credit	On-Time Completion	1259/4710 27%	1385/4710 10% increase
	150% Completion	628/4710 13%	691/4710 10% increase
	200% Completion	232/4710 4.9%	255/4710 10% increase
Without Dual Credit Completion	On-Time	335/2457 14%	369/2457 10% increase
	150% Completion	355/2457 14%	391/2457 10% increase
	200% Completion	175/2457 7%	193/2457 10% increase

Goal 3 - Complete/Ascend

Objective 3.3: Increase academic transfer rate

	Baseline	Target
Core Complete & Transfer	53/538 10%	64/538 20% increase
Graduate & Transfer	56/538 10%	67/538 20% increase

Objective 3.4: Increase academic transfer rate

Increase technical employment rate:	Baseline	Target
Technical Employment	387/554 70%	426/554 10% increase

Goal 4 - Develop/Innovate

Objective 4.1: Create new student pathways

- Add regionally appropriate associate degrees, Fields of Study, certificates, Occupational Skills Awards (OSA), Institutional Career and Learning Certificates (ICLC), and High-Demand Fields
- Expand technical footprint

Objective 4.2: Develop an institutional framework for strengthening mapped student pathways

- Create and regularly update clear programmatic pathways
- Develop a structure for job placements

Goal 4 - Develop/Innovate

Objective 4.3: Develop community relations, such as:

- Industry partnerships

	Baseline
Service partnerships	3
Recruitment partnerships	4

- Graduate students with strong sense of civic responsibility

Objective 4.4: Develop and sustain an organizational structure for strategic innovation and development, such as:

- Develop a structure of institutional efficiency
- Increase non-traditional revenue
- Enhance strategic enrollment management
- Develop a framework for the use of generative AI