

DMACC's 2015 Vision for Success:

- 1. FIRST in Quality** -A true cornerstone of our past and present and future success is the quality of the education and services we provide for our students and our district.

*INDICATORS**

- A. Within term credit course retention
- B. Fall-to-spring credit student persistence
- C. Fall-to-fall credit student persistence
- D. Graduation rate
- E. Post-DMACC Success in employment and further education
- F. Assessment of student learning
- G. Percent of sections taught by full-time faculty
- H. Percent of returning non-credit customers (non-mandated)- CE and DBR

- 2. FIRST in Service** – Every person in our service area has the right to a DMACC education.

*INDICATORS**

- A. Overall service area population penetration- Credit and Non-credit
- B. Service area population penetration by race- Credit and Non-credit
- C. Service area population penetration by age group- Credit only

- 3. FIRST in Affordability** – We are committed to making a quality DMACC education as affordable as possible

*INDICATORS**

- A. Student education costs including tuition rate, fees and other necessary expenses
- B. Scholarship endowment fund balance
- C. Scholarship dollars awarded
- D. Number of student scholarships awarded
- E. Total foundation assets
- F. New revenues from grants, investment income and other sources (CE, DBR)
- G. Alumni association size and contributions
- H. Cost savings through process efficiencies and utilization of existing technology

* Indicators are designed to indicate overall progress towards goals and may not be inclusive of all efforts in all areas of the college necessary to accomplish the goals.