### METRICS

<table>
<thead>
<tr>
<th>METRIC</th>
<th>BASELINE</th>
<th>2022-2023 TARGET</th>
<th>2023-2024 TARGET</th>
<th>2024-2025 TARGET</th>
<th>2025-2026 TARGET</th>
<th>2026-2027 TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount-Credit</td>
<td>3,905</td>
<td>3,944</td>
<td>4,023</td>
<td>4,144</td>
<td>4,309</td>
<td>4,525</td>
</tr>
<tr>
<td>FYE</td>
<td>1,525</td>
<td>1,540</td>
<td>1,571</td>
<td>1,618</td>
<td>1,683</td>
<td>1,767</td>
</tr>
<tr>
<td>Number of Credentials Awarded</td>
<td>859</td>
<td>868</td>
<td>885</td>
<td>911</td>
<td>948</td>
<td>995</td>
</tr>
<tr>
<td>% Area High School Students Attending Fall Following Graduation*</td>
<td>20%</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Northland has not historically looked at this metric. The baseline is a national best practice.

### How we got here.

In the fall of 2021, Northland Community & Technical College embarked on a journey to create a new, five-year strategic plan. This plan provides a framework for Northland’s future, proactively ensuring the college is on target to carry out its Vision. The plan brings renewed energy and focus to the fulfillment of the updated Mission to “Transform the lives of students and our communities through a welcoming, supportive, and integrated learning environment” between now and 2027.

Northland engaged students, employees, community members, business partners, and education partners, focusing on opportunities, needs, and challenges in learning. This broad stakeholder engagement was critical to developing a plan to position Northland for future success in a rapidly changing demand. Activities to shape the plan included a benchmarking trip to visit three Wisconsin colleges identified as successful leaders in higher education. The process also included an examination of stakeholder perspectives, best practices of other post-secondary institutions, labor market data, CCSSE survey data, enrollment trends, and student success metrics.

In the spring of 2022, a strategic planning subgroup met to review the findings and the implications. The team reviewed and revised the Mission, Vision, and Values. In addition, they identified four strategic priorities: Access, Student Success, Partnerships, and Advancing Equity. The next step was identifying goals and strategies to move the needle forward in pursuing the compelling new Vision. Northland’s new strategic plan is data-driven and focuses on measurable results.

I look forward to continued engagement and future opportunities together as we work towards our Mission.

Dr. Sandy Kiddoo
PRIORITIES AND STRATEGIES

VALUABLES

Statement of course values is designed to characterize the desired teaching/learning environment and to guide the development of institutional policies and practices.

Student Focus
We meet students where they are, focus on student success, and provide a high-value learning experience that promotes lifelong learning.

Equity and Inclusion
We embody an inclusive, respectful, and welcoming environment that celebrates differences and provides equal opportunities for all.

Creativity
We aspire to operate as a best-in-class college where ingenuity, innovation, and entrepreneurship are encouraged and incorporated.

Continuous Improvement
We aim to do better every day to meet student, employee, and community needs.

Economic and Workforce Development
We support economic growth through the development of skills, knowledge, and talent.

Stewardship
We strive to be accountable and responsible stewards of resources entrusted to us.

MISSION

Northland transforms the lives of students and our communities through a welcoming, supportive, and integrated learning environment.

VISION

Northland will be the premier choice for providing exceptional education that transforms lives and strengthens the communities we serve.

FOUNDATIONAL PRINCIPLE

We are united as one college to increase educational access, support student success, strengthen partnerships, and advance equity in the communities we serve.