



Strategic Plan

2025-2030

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WELCOME TO Great Basin College



Great Basin College (GBC) values our students, faculty and staff, industry partners, and community stakeholders! Valuing what we have in common, and our differences, allows us to innovate, create lasting friendships, and accomplish our goals together. We do this by fostering a college climate of mutual trust, tolerance, informed discourse, and having a culture where everyone can explore new ideas and perspectives. Our driving purpose to “change lives” comes when we work together in a friendly and supportive way.

GBC shines in our ability to provide in-person educational opportunities throughout rural Nevada at any of our campus locations and throughout the United States with our online educational offerings. Additionally, GBC enriches people’s lives by providing student-centered, post-secondary education with high standards and expectations by providing outstanding academic programs, smaller class sizes, and excellent faculty who really care about our students.

Education is more crucial than ever to Nevada’s economy. Because of that, GBC offers an expanding range of both traditional academic programs and career education to meet the workforce needs. Great Basin College embraces these opportunities and its role in shaping the future, with a vision for an even greater impact ahead. Drawing on nearly 60 years of history and success as a high quality educational institution, GBC has developed a bold strategic plan centered around four key themes: access, student success, workforce development, and culture and community. We are GBC!

GBC Strategic Plan Committee Members

- Dr. David Stoddard, Chair
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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. GBC's expertise in online education enables learning to be accessible to students worldwide.

In 1967, ten local businessmen began planning a community college in rural northeastern Nevada. Later that year, Elko Community College began operation at Elko High School with 367 students and more than 30 courses. Since the college opened its doors, educational, cultural, and related economic needs of this multi-county outreach area have been met through 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

- **Collaboration**
We believe we are better when we work together with industry, education, and community stakeholders.
- **Innovation**
We embrace advances in technology, use data to make informed decisions, and listen to our students, faculty, staff, and stakeholders to identify new trends and practices.
- **Belonging**
We strive to cultivate a college climate where all individuals feel valued, respected, and empowered to share ideas.
- **Learning**
We enhance student lives by upholding high academic standards and supporting faculty and staff development, while offering lifelong learning through academic programs, workforce training, and continuing education.
- **Integrity**
We believe in having a trusted and inspired approach to leadership and teaching through authenticity, humility, and transparency.



THEME ONE:

Access

Goal

Increase the number of students pursuing their education at Great Basin College.

OBJECTIVE 1

Increase GBC's baseline enrollment by 3% annually to reach 4000 students by year five.

Key Performance Indicator (KPI)

1. Total fall enrollment by level
 - A. enrollment numbers and participation rates by race/ethnicity,
 - B. enrollment numbers and participation rates by age,
 - C. enrollment numbers and participation rates by degree-seeking status,
 - D. enrollment numbers and participation rates by **part-time** and **full-time** status,
 - E. enrollment numbers and participation rates by first-generation status.

OBJECTIVE 2

Expand opportunities for students to obtain academic and workforce credentials.

Key Performance Indicator (KPI)

1. Dual credit fall enrollment and participation rates by
 - A. race/ethnicity,
 - B. high school graduating class, and
 - C. school district/county.
2. Formal pathways for certificates and degrees via alternative schedules.

OBJECTIVE 3

Enhance student services at GBC to provide comprehensive enrollment support.

Key Performance Indicator (KPI)

1. Number of monthly outreaches to prospective students who have completed an inquiry and/or partial application to GBC.
2. Number of proactive outreaches to students who
 - A. have been accepted to GBC but not enrolled, or
 - B. withdrawn in previous years.
3. FAFSA completion rate using the FAFSA tracker.



THEME TWO:

Student Success

Goal

Increase the number of students completing their educational goals.

OBJECTIVE 4

Improve student retention from course to degree completion.

Key Performance Indicator (KPI)

1. Full-time and part-time IPEDS retention rates.
2. IPEDS part-time and full-time retention rates by race/ethnicity, Pell status, gender, age, and first-generation status.
3.
 - a) Percentage of first-time, full-time fall students who complete 24 credit hours during the first year of college.
 - b) Percentage of first-time, part-time fall students who complete 12 credit hours during the first year of college.
4. Percentage of first-time fall students **enrolled** in gateway English and math courses in their first two regular semesters.
5. Percentage of first-time fall students who **completed** gateway English and math courses in their first two regular semesters.
6. Percentage of dual credit students in gateway English and math courses.
7. Percentage of first-time fall students who completed gateway English and math courses in their first two regular semesters by race/ethnicity, Pell status, gender, age, and first-generation status.
8. Number of IPEDS completers (includes degrees and certificates).
9. IPEDS graduation rates.
10. IPEDS graduation rates by race/ethnicity, Pell status, first-generation status, age, and gender.
11. DWF Rates.
12. Satisfaction with courses and programs.

OBJECTIVE 5

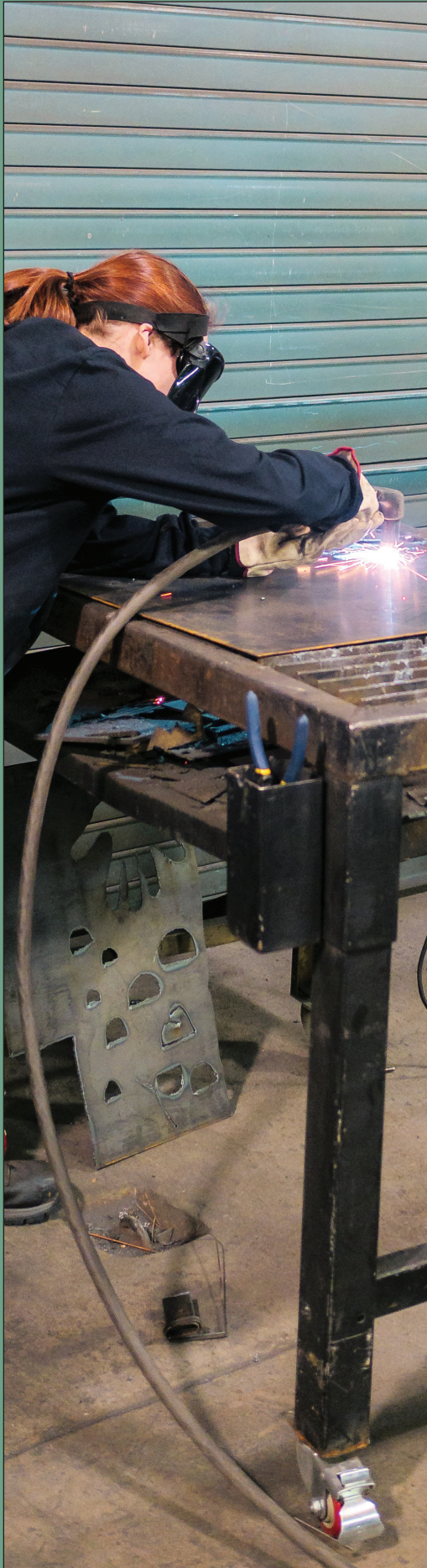
Provide support services (counseling, tutoring, career, advising) to help students be successful.

Key Performance Indicator (KPI)

1. Number of mental health awareness events and services promoted on campus.
2. Number of students using BrainFuse or in-person tutoring at the Academic Success Center.
3. Student satisfaction with advising.
4. Percentage of graduates securing employment within 12 months of graduation.







THEME THREE:

Workforce Development

Goal

Expand and/or introduce high demand workforce programs

OBJECTIVE 6

Provide opportunities for degree, certification, reskilling, and upskilling to remain competitive and adaptable in a constantly evolving workforce.

Key Performance Indicator (KPI)

1. Number of students enrolled in programs that prepare students to work in high-demand occupations.
2. Number of graduates (including certificates of achievement) in programs that prepare students to work in high demand occupations.
3. Number of students who participated in work-based learning activities (internships, job shadowing, apprenticeships, etc.).
 - a) Number of **students enrolled** in non-credit courses focused on workforce development and career skills.
 - b) Number of non-credit **courses** focused on workforce development and career skills.
4. Credit for Prior Learning (CPL) awarded through workforce-oriented learning experiences (certifications, licenses, recognized training, portfolios, etc.).

OBJECTIVE 7

Engage with employers to develop a workforce-ready pipeline.

Key Performance Indicator (KPI)

1. Percentage of employers surveyed reporting satisfaction with the skills, performance, and preparedness of hired graduates.
2. Industry, stakeholder, and partnership collaborations.

THEME FOUR:

Culture & Community



Goal

Position Great Basin College as a trusted community partner.

OBJECTIVE 8

Create an open campus environment where students, faculty, staff, and the community gather to celebrate, learn, entertain, and work together.

Key Performance Indicator (KPI)

1. Number of courses held and number of students enrolled in continuing education programs.
2. Number of community engagement events hosted across all campuses and centers, including online events.
3. Percentage of students satisfied with GBC mission fulfillment.
4. Establish an Alumni Association.

OBJECTIVE 9

Provide an innovative, positive, and safe work environment where GBC employees feel they belong.

Key Performance Indicator (KPI)

1. Number of professional learning opportunities for all faculty and staff.
2. Number of team building/special events available for faculty and staff participation.
3. Adopt an up-to-date technology plan to support faculty and staff.



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