



# WHAT MATTERS MOST FOR A COMMUNITY COLLEGE



## INTRODUCTION

An esteemed Midwest community college that serves over 20,000 students across multiple campuses found itself facing the challenge of evolving needs of the communities it serves. The college enlisted the help of [Bâton Global \(B|G\)](#) to refine its strategic direction.



## THE STORY

This top-rated two-year academic institution offers a variety of academic and vocational programs, emphasizing accessible, quality education focused on practical skills and career preparation. The college's diverse offerings and supportive environment make it a key educational institution in its community.



## THE CHALLENGE

The college's leaders were stretched too thin, causing lower performance, and a lack of strategy and cohesive measures of success posed barriers to meeting community needs and creating community impact.



## THE CHOICE

The collaboration with [B|G](#) yielded transformative results for the community college. The strategy developed by the organization supported its leaders in swiftly aligning the college with key priorities, increasing performance, and generating high impacts for the communities it serves. As the college faced heightened turbulence due to the recent pandemic, the strategy served as a crucial resource to ensure stability and growth in a rapidly changing environment.



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## WHAT MATTERS MOST FOR A COMMUNITY COLLEGE

An esteemed Midwest community college serving over 20,000 students across numerous campuses was looking to respond to the emerging needs of the communities in which it serves. The community college saw leaders being pulled in too many directions, which resulted in lower performance. They believed the organization lacked strategy and cohesive measures of success that would meet the needs of the community and generate impact.

Bâton Global (B|G) assisted the college in developing a strategy that included institution-level goals and KPIs with buy-in from leaders across the college. The various campuses and departments subsequently created their own strategies that supported the college-level plan, which included goals and measures unique to their areas.

B|G researched current community college trends, emphasizing peer institutions, and conducted a review of internal strategic documentation. Interviews and focus groups were held with leaders from across the college that revealed several key insights. Despite leadership sharing a passion for student and community success, frequent new initiatives resulted in a lack of focus and unnecessary stress. Strategic communications delivered by the college were also inconsistent, which was considered when drafting a new vision for the college's future state.

The college's mission, vision, and value statements were refreshed, and 14 institution-wide goals were selected with corresponding KPIs to gauge the achievement of those objectives. During the development of the strategy, B|G trained the trainers who would later facilitate the departments and campuses to create their own scorecards. They also embedded the strategy into a proprietary software environment so that it could be easily managed, tracked, and communicated.

Meaningful change takes time and is never a straight-line transition. With knowledge about the college's strategy, B|G stands ready to assist in further refinement and integration. The strategy supported leaders in swiftly aligning the college behind key priorities to increase their performance and generate high impact in their communities. Experiencing heightened turbulence due to the recent pandemic, the college was poised to utilize the strategy to ensure stability and growth.

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