

**Northeast Texas Community College
Strategic Plan - Goal Five
Community Enhancement**

NTCC will expand participation in its community outreach programs by 5% each year.

Key Performance Indicators	Baseline 2018- 2019	2019- 2020 ¹	Year 1 % chg	2020- 2021 ¹	Year 1 % chg
Student Activities Participants ²	2,034	1,997	-1.8%	NA	NA
Continuing Education Class Enrollments ³	1,549	1,485	-4.1%	1,164	-21.6%
Whatley Center Performing Arts Tickets Sold ⁴	4,343	2,960	-31.8%	794	-73.2%
Outreach Services Program Participants ⁵	4,635	4,640	0.1%	3,866	-16.7%
Athletic Event Tickets Sold ⁶	679	429	-36.8%	483	12.6%
Library Card Holders ⁷	62	65	4.8%	65	0.0%
Total Participants	13,302	11,576	-13.0%	6,372	-45.0%

¹COVID19 Pandemic Year

²Number of community members attending largest community event

³Number of enrollments in non-credit classes

⁴Single tickets sold at all performances in the Whatley Center

⁵Case-managed participants in Communities in Schools, Upward Bound, Adult Basic Education, and Mentoring Programs

⁶Highest single gate for each sport

⁷Members of the community with Library Cards