

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

<sup>1</sup>COVID19 Pandemic Year

<sup>2</sup>Number of community members attending largest community event

<sup>3</sup>Number of enrollments in non-credit classes

<sup>4</sup>Single tickets sold at all performances in the Whatley Center

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

<sup>6</sup>Highest single gate for each sport

<sup>7</sup>Members of the community with Library Cards