FALL 2025

Strategic Plan Goal 3

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Goals 1 and 2

1. Students – enhance student access and support to improve success

2. Programs – Provide streamlined, flexible pathways that help students reach their educational goals

Goal 3 - Partners

Expand and strengthen relationships with business, industry, educational, and community partners.

Objective 3.1

Strengthen community awareness and engagement at all campus sites through regular, strategic communication and collaboration with stakeholders, aligning goals and maximizing mutual benefits.

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Communication and Marketing Strategy

Bigger awareness campaigns balanced with small targeted campaigns

Increased focus on TV, streaming, and YouTube.

242K
Unique Social Accounts Reached YTD
(Organic/Non-Paid Traffic)

1.8M
Streaming and YouTube Impressions YTD
(Organic/Non-Paid Traffic)

9.9K
Conversions from Streaming YTD
(Website Revisits and Footfall on Campus)

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Host Regular Community Events

NIC Color Fun Run

Community Conversations

Halloween Trick or Treat

Rathdrum Rumble

Many others

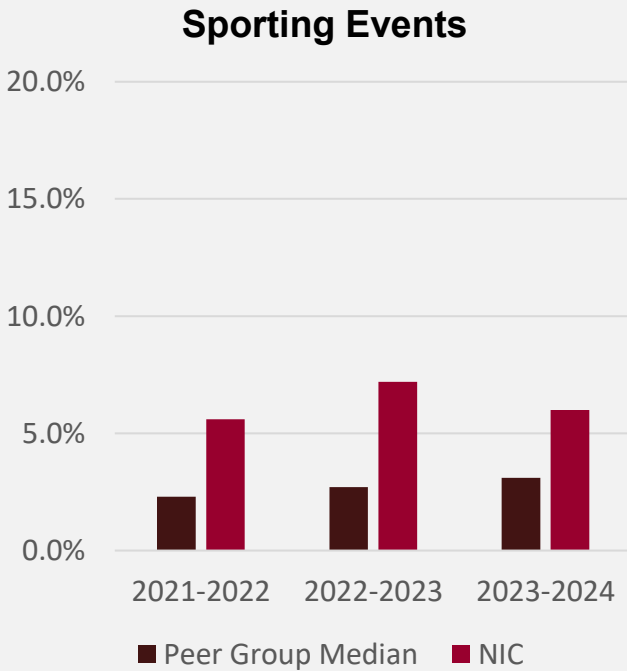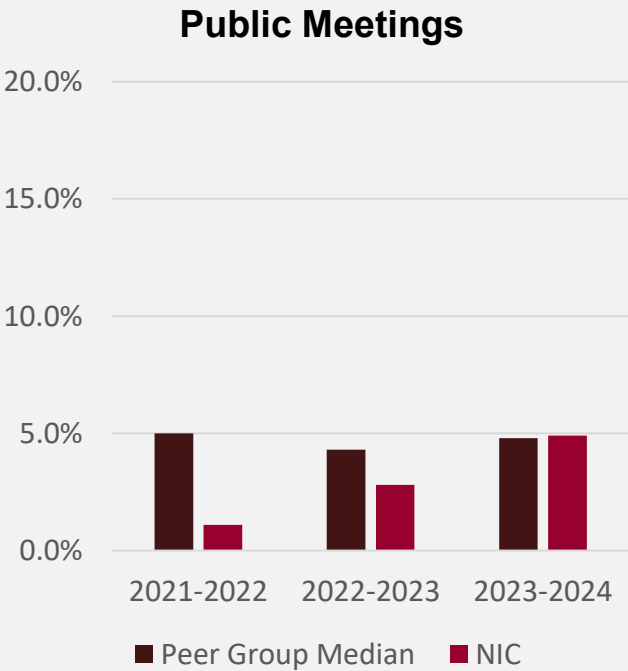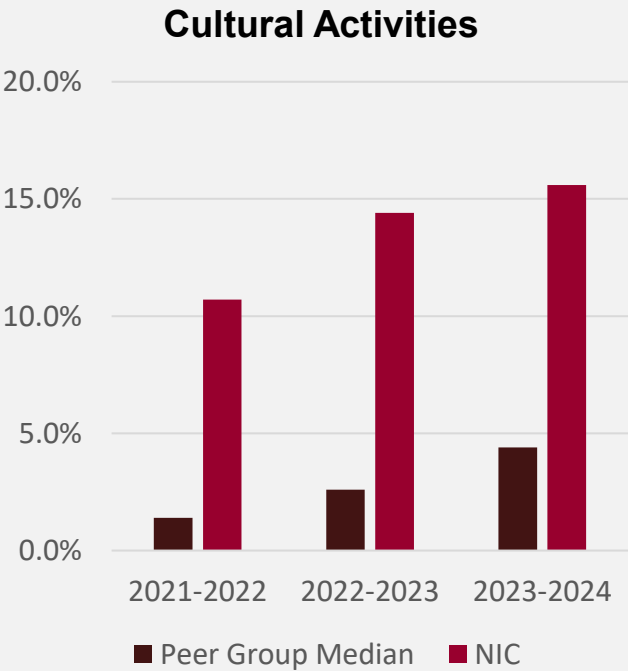North Idaho College ▶ nic.edu

Objective 3.2

Strengthen partnerships with the Coeur d'Alene Tribe and other regional tribes by actively engaging in collaborative initiatives that respect and support tribal communities' educational and economic goals.

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_Objective 3.2

Tribal Liaison

Collaborative initiatives

Regular engagement

Objective 3.3

Enhance work-based learning opportunities by deepening collaborations with businesses and industries to provide students with practicums, internships, apprenticeships, and hands-on training.

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Expanding Industry Collaborations

Technical Advisory Committees
Regular advisory committee meetings ensure education stays aligned with industry needs and workforce demands.

Proactive Industry Engagement
Institutions actively collaborate with existing and new business partners when developing new programs.

Successful Grant Acquisition
Leveraging the Tech Hub initiative, we secured NASA grant funding and will be collaborating with companies like Boeing, INL, Empire Airlines, Unitech Composites and many others.

Work-based Learning Programs

Sous Chef Apprenticeship
The Sous Chef Apprenticeship provides hands-on kitchen training for culinary students preparing for food service careers.

Aviation Maintenance Program
Air Frame and Power Plant Mechanic programs teach technical expertise needed for aviation maintenance careers.

Cooperative Education in Technology
Machining and Automotive Technology integrate co-op experiences to enhance practical skills alongside classroom learning.

Healthcare Clinical Experiences
Health Professions and Nursing embed clinical experiences for direct exposure to patient care environments.

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Supporting Student Success

Role of Instructors as Advisors
Instructors engage students in career planning conversations, providing personalized guidance throughout their educational journey.

Student Success Navigators
Navigators offer mentorship and support, helping students set goals and overcome academic and professional challenges.

Career Services Support
Career Services provide resume workshops, job placement assistance, and career counseling to help students prepare for the workforce.

Comprehensive Support Network
A combined support system empowers students academically and professionally to thrive in their chosen careers.