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# College Goals Report

| Edit Goal | Strategic Goal | Strategic Objective | Desired Results | Assessment Method | Actual Assessment Results / Analysis | Use of Results/Improvement |
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| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.1:Provide dual enrollment opportunities and other partnerships with local secondary school systems. | 250 High School Enrollment (Expand dual enrollment and ACCEL opportunities for high school students) | KMS Dual Enrollment Report TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 255 High School Enrollment | Visited each high school (lunchroom visits) within the SDA numerous times through the year. Coordinated with the Dual Enrollment programs and high schools as schedules were developed to offer more opportunities for high school students to take more courses on campus. Students also heard presentations in smaller classrooms that allowed question and answer sessions, and attended college and career fairs. Admission testing takes place in the high school student's sophomore year which provides coordinators an easy and accessible way to promote their programs. Students also took advantage of the mini-core course offerings which are transferable to any college within the University System of Georgia. STC saw a significant increase in the ACCEL program because of the Mini-Core agreement between TCSG and USG. Information cards were also handed out and completed by prospective students at all recruitment events. Prospective students completing the cards were mailed a packet of admissions and financial aid information. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.2:Provide services to improve enrollment, retention, graduation, and placement rates. | Ensure Enrollment Management System is followed | Enrollment Management Report KMS Enrollment Reports | Full implementation of the Enrollment Management Plan. Swainsboro Campus % change over previous FY Summer - 5.05% increase Fall - 3.50% increase Spring - 6.56% increase Winter - 4.68% increase Vidalia Campus % change over previous FY Summer - 4.07% increase Fall - 1.38% decrease Spring - 4.33% decrease. Winter - 8.17% decrease The KMS End of Year Enrollment Reprot showed an increase of 323 students over the previous fiscal year. FTE increased by 370. FY 2011 - 3234 FY 2010 - 2911 11.1% increase | Time was allotted during the college wide planning day to cover the EMP with all employees of the college. The plan was reviewed in its entirety and a question and answer session was held at the end. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.2:Provide services to improve enrollment, retention, graduation, and placement rates. | 65% Retention rate | TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 71.6% Retention Rate for FY 2011 | Contact was made with every student reported through the Early Alert System within 24 hours. Assistance was provided or referrals were made to assist students in need. A tracking mechanism was developed to track attrition of those referred through the Early alert system. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.2:Provide services to improve enrollment, retention, graduation, and placement rates. | 53% Graduation Rate | TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 54.2% Graduation Rate FY 2011 - 719 graduates FY 2010 - 525 graduates 37% increase | Program Advisors made referrals for early intervention and support services for students to ensure they were able to remain through the completion of their program. |
| | 1:Access and opportunity for student success-Guarantee student | 1.2:Provide services to improve enrollment, | 85% Job Placement Rate | TCSG Data Center Report #DC 198 FY 2011 College Performance | 76.4% FY 2010 Note: Job Placement data is reported for the previous fiscal year. | Placement was reported for the previous fiscal year. Since this was the first year that TCSG is reporting placement on the previous fiscal year, The College will take another look at tracking the placement of leavers or non-completers in FY 2012. |

| | Goal | Objective | Benchmark | Source | Results | Use of Results |
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| | | retention, graduation, and placement rates. | | Funding Measures & Benchmarks | Source: TCSG Data Center and data match with DOL WRIS data Provided by DOL around October or November for the WIA data match of the previous year: Number employed / Graduates from WIA eligible programs Graduates from WIA eligible programs: Total unduplicated graduates with a SSN who graduated from programs identified by the college through the annual online WIA Survey, excluding graduates with placement status "Military", "Unavailable" or any of the "Continuing Education" categories. Beginning in FY 2007, colleges were asked to report all active programs through the survey. Also beginning in FY 2007, the graduates excluded the same placement categories noted above, as well as excluded any students who were in high school (student type H) the term they graduated. Number Employed: Based on WRIS (Wage Record Interchange System) Unemployment Insurance data (a national employment database) matched by Georgia DOL: the number of graduates defined above who are employed two quarters after their graduation term. | |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.2:Provide services to improve enrollment, retention, graduation, and placement rates. | 1750 FTE | TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 1706 FTE<br><br>The benchmark of 1750 was not met. This is probably due to the summer transition quarter which did not allow students enough time to take a full load. Proper advising during the next fiscal year under the semester system should ensure the college maintains FTE. | Advisors will encourage students to take an appropriate course load which will enable them to complete their programs within an acceptable time frame. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.3:Provide adult education opportunities to improve educational advancement. | 1850 Adult Education Enrollment in NRS (ABE/ASE/ESL) | TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 1866 | Increased number of adult education class sites by 1% over previous fiscal year. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.3:Provide adult education opportunities to improve educational advancement. | 650 Level Completions in NRS (ABS/ASE/ESL) | TCSG Data Center Report # DC198 FY 2011 College Performance Funding Measures & Benchmarks | 636**** Actual data as of Spring 11 (not final) | Expanded recruitment activities for non-English speaking students. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.3:Provide adult education opportunities to improve educational advancement. | 500 GED Graduates | TCSG Data Center Report # DC198 FY 2011 College Performance Funding Measures & Benchmarks | 498 GED Graduates | GED instructors were trained using the distance education software. This resulted in more students having access to the GED program.<br><br>GED Fast Track was implemented. Math scores also improved as a result of the GED Track. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.3:Provide adult education opportunities to improve educational advancement. | Increase GED transition rate to 27% GED to Technical College Transition Rate | TCSG Data Center Report # DC198 FY 2011 College Performance Funding Measures & Benchmarks | 25.6% GED to Technical College Transition Rate | Worked with Student Affairs to provide transition and dual enrollment opportunities information to adult education students. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.4:Provide options and collaborations with business and industry, other institutions of higher learning, and other state agencies. | Provide a seamless transition from secondary institutions as well as to other institutions of higher learning by implementing the Q2S conversion | Q2S Checklist | All items possible on the Q2S checklist that were possible to be completed within the fiscal year were accomplished. Final items to be completed at implementation in August 2011. | All program curriculums were revised for semester credit hours as well as more up-to-date content. |
| | 1:Access and opportunity for student success-Guarantee student access and the opportunity for success. | 1.4:Provide options and collaborations with business and industry, other institutions of higher learning, and other state agencies. | Expanded transfer agreements with Georgia Southern University and East Georgia College | Accepted courses listing/agreements | It should be noted that no agreements were expanded. | The following colleges added certain STC courses to their transfer databases. This provides STC graduates access and opportunity for success.<br><br>Georgia Southern University https://adminservices.georgiasouthern.edu/transferequivalency/displayreport.php<br><br>Valdosta State University http://banssb.valdosta.edu/pls/prod/hwwktreq.display_report<br><br>GA Tech https://oscar.gatech.edu/pls/bprod/wwtraneq.P_TranEq_Rpt<br><br>University of GA https://www.admissions.uga.edu/transferequiv/# |
| | 1:Access and | 1.6:Assure student | Monitor exit exam | Program Assessment | Program Exit Exam Reports: | Students performed well on both program and General Education assessments, |

| Goal | Objective | Strategy/Activity | Measure/Report | Results | Analysis/Use of Results |
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| opportunity for student success- Guarantee student access and the opportunity for success. | learning is achieved. | scores for each credit program and for each college-level general education competency | Results General Education Competency Assessment Results **Exit Exams Report Summer 2010** **Exit Exams Report Fall 2010** **Exit Exams Report Winter 2011** **Exit Exams Report Spring 2011** General Education Assessment Reports: **FY 2011 General Education Assessment Report** | however, a small percentage of students taking the exams were not successful. Students who have difficulty with some program exit exams are required to re-take the capstone course in order to ensure mastery of program objectives. The same is true for the General Education Basic Computer Skills competency. For all other General Education exams, remediation is offered for students having difficulty. If a student does not pass an exam on the second attempt, remediation is required. | |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.1:Provide economic development and community services that support attracting business and industry, creating, expanding, and retaining jobs. | Visit business/industry, chambers, development authorities, and civic/professional organizations in new SDA to determine needs. | Administrative Community Activity Report | Monthly community activity reports show consistent attendance at and participation in a variety of business, industry, and community meetings and organizations throughout our service delivery area. | Proactive in attending/participating in local business and community meetings weekly thoughout the year. Provided a county overview to Executive Council each month to keep them informed of economic development activities and needs in the SDA. |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.1:Provide economic development and community services that support attracting business and industry, creating, expanding, and retaining jobs. | 55 Companies Trained - Customized Contract Training: | TCSG Data Center Report # DC 198 College Performance Funding Measures & Benchmarks FY 2011 | 54 companies 14, 672 individuals were served Assisted 112 small businesses and awarded 10 A+ computer certificaitons. | Applied for grant with GA work Ready to improve region's workforce. |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.1:Provide economic development and community services that support attracting business and industry, creating, expanding, and retaining jobs. | 38,000 Total Trainee Contact Hours: Customized Contract Training | TCSG Data Center Report #DC 198 FY 2011 College Performance Funding Measures & Benchmarks | 47,223 hours of contract training provided to local business and industry during the year 54 companies served Exceeded the projected hours for the fiscal year. | Built ongoing relationships with local business and industry by providing customized training to meet their needs. |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.3:Provide Certified Work Ready program. | Certified Literate Community Project designation for all counties in SDA | CLCP designation | Toombs, Tattnall, and Montgomery Counties successfully completed the CLCP process in the Spring of 2011 | Toombs, Tattnall, and Montgomery Counties completed process to be a Certified Literate Community. |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.4:Provide credit programs to match workforce needs/strategic industries. | Cosmetology (Glennville Campus) Prepare to start Automotive Technology program Fall Semester 2011 (Vidalia Campus) Develop plans for Health/Science/Library building (Swainsboro Campus) Obtain land and secure funds for a CTD facility in Swainsboro Registered Nursing. DOC/POST Academy in Glennville | Strategic Industry Report Project completion status | Cosmetology (Glennville Campus) - Completed Prepare to start Automotive Technology program Fall Semester 2011 (Vidalia Campus) - completed Develop plans for Health/Science/Library building (Swainsboro Campus) - Plans completed Obtain land and secure funds for a CTD facility in Swainsboro - Not completed due to tuition & fees increase issues Registered Nursing - ADN approved by State Board. DOC/POST Academy in Glennville - Not Completed | Advertising for Cosmetology Program to start Spring Semester (Jan 2012) Automotive Technology program started Fall Semester (Aug 2011) CTD land/facility on hold until further notice due to changes to HOPE program Approval by Georgia Nursing Board for ADN program currently pending (visits and presentations in progress) POST Academy not approved for STC. Looking at other options for use of that space. |
| 2:Workforce for economic vitality- Build Southeastern Georgia's workforce for economic vitality. | 2.4:Provide credit programs to match workforce needs/strategic industries. | ADN Project Manual and TCSG State Board approval | TCSG State Board approval of ADN Completed ADN Project Manual | TCSG State Board approved ADN program | Administration will now meet with the Georgia Nursing Board and submit the application for the ADN program. |
| 3:Organizational development- Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | 3.2:Expand human resources services to enhance internal workforce. | Expand Human Resources (HR) processes, policies and practices. | HR Policy Manual | HR Policy Manual is still in progress. Staff Person of the Year award was implemented. | Procedure and guidelines for staff person of the year were fine tuned to separate the award into two categories: supervisors and non-supervisors. An improved rating system and process will also be developed. |
| 3:Organizational development- Enhance the College's | 3.3:Provide safe and secure campuses. | Tobacco Free Campuses | Notifications Training | Notifications were disseminated in preparation for STC to go Tobacco Free effective July 1, 2011. Cessation coaches were trained to assist employees in dealing | Tobacco Free Campus program to be implemented on July 1, 2011 to provide a healthier and cleaner campus environment. |

| | Goal | Objective | Strategy | Measure | Results | Use of Results |
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| | organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | | | | with the tobacco free environment. | |
| | 3:Organizational development- Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | 3.4:Manage financial resources efficiently and effectively. | Improve internal control documentation. | Audit Report | Southeastern Technical College received a Full-Disclosure Management Report for FY2011 and as a result of this review, it was found that Southeastern Technical College does in fact need to implement accounting procedures that are sufficient to provide for adequate controls over the financial statements preparation process. The controls in place to enter transactions into accounting records of the College are sufficient, but tighter controls should be implemented over the preparation of the Generally Accepted Accounting Principles (GAAP) and budget basis financial statements. | During FY 2012, the Administrative Services division will review and revise the STC Business Office Procedures Manual to include a set of accounting procedures that represent a strong system of internal controls for preparing the financial statements of the College. The Administrative Services division will also identify and correct any weaknesses in an effort to design and implement procedures necessary to strengthen controls to ensure that the statements as presented are complete, accurate, and properly supported by underlying accounting records. |
| | 3:Organizational development- Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | 3.5:Manage facilities and construction processes to maximize conservation and environmental initiatives, space utilization, campus efficiencies, and capital outlay planning. | Master Campus Plan: a. Construct Glennville Classroom building b. Construct Automotive Technology--Career Academy/Early College building (Vidalia) c. Accomplish renovation priorities on all campuses d. Landscape Dental Hygiene building (Vidalia) and improve landscaping on all campuses e. Obtain funding for Health Sciences building (Swainsboro f. Obtain funding to purchase land adjacent to Vidalia campus g. Determine facility needs for growth. | Master Campus Plan - Project Status Report | a. Construct Glennville Classroom building - Completed b. Construct Automotive Technology--Career Academy/Early College building (Vidalia) - Completed c.Accomplish renovation priorities on all campuses d.Landscape Dental Hygiene building (Vidalia) - Completed and improve landscaping on all campuses - Completed on Swainsboro Campus .e. Obtain funding for Health Sciences building (Swainsboro - Planning Money obtained f. Obtain funding to purchase land adjacent to Vidalia campus - Not obtained g.Determine facility needs for growth. - Updated Master Campus Plan for Swainsboro Campus | New Master Campus Plan is influencing decisions about location and uses of new Health Sciences building that is currently in design. It is also helping senior leadership of the college to make better decisions regarding the use of limited facility construction and maintenance resources for all STC locations. |
| | 3:Organizational development- Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | 3.6:Assure that the College maintains innovative, cutting-edge technology and equipment to improve operations and enhance student learning. | Upgrade bandwith between Swainsboro and Vidalia Campuses | Fiberoptic intallation completion | Successful installation of fiberoptic between Swainsboro and VIdalia | Completed bandwidth upgrade between Swainsboro and Vidalia |
| | 3:Organizational development- Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce. | 3.7:Assure that the administration of the College is customer focused in attaining the vision, reaching the goals and supporting the implementation of the strategic plan. | Review/revise all policies, procedures, plans, and manuals to support the implementation of the strategic plan. | Policy Review Assignment Calendar | All policies, plans, manuals were reviewed/revised as assigned on the President's Review Calendar. The following is a list of new policies/procedures for FY 2011: I.E.4. Policy: Southeastern Technical College SACS/COC Substantive Change Notification - Adopted: April 19, 2011 I.E.4. Procedure: Southeastern Technical College SACS/COC Substantive Change Notification - Adopted: April 19, 2011 II.C.9. Policy: Southeastern Technical College Inventory Management - Adopted: July 11, 2011 II.C.9. Procedure: Southeastern Technical College Inventory Management - Adopted: June 13, 2011 IV.U. Policy: Southeastern Technical College Proctoring - Adopted: July 01, 2011 IV.U. Procedure: Southeastern Technical College Proctoring - Adopted: September 12, 2011 | 3 new policies and 3 new procedures were developed in FY 2011. The need for these policies/procedures resulted from preparation for accreditation compliance, better inventory management, and to ensure proctoring. |
| | 4:Visibility, value, and support- Improve the visibility, recognized value, | 4.1:Brand and sell the College as a first choice, first class educational experience with | Implement new Marketing Plan. | Marketing Plan development Website, publications, radio spots, television, | Revised Marketing Plan was included in the Retention Plan. New Director of Marketing was hired late in the fiscal year. | New Marketing/PR director revised Marketing Plan. |

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| and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia. | positive employment and education outcomes. | | newspapers, etc. | | |
| 4:Visibility, value, and support-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia. | 4.2:Maintain COC and appropriate program accreditations. | Acceptable QEP Topic selected Ensure the College is student learning focused | QEP Topic approval | QEP topic was selected and approved by the faculty and staff Awards were given for the best Use of Results for Improvment. | More and more emphasis was placed on the student learning environment this year during staff development sessions, strategic/annual planning sessions, and the Holiday Affair. |
| 4:Visibility, value, and support-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia. | 4.3:Build private financial support and increase alternative funding sources for the College. | Research and apply for grants. | Grants Received | The TCSG Matching Grant was requested and awarded the maximum amount of $24, 541.28. In 2010, the Georgia Work Ready Region Grant in the amount of $350,000 was awarded with a title of Southeast Georgia Advanced Manufacturing and Distribution with the STC Foundation as the fiscal recipient. This grant was approved for the period of 12/1/10 - 06/2/12, but was not officially started until Jan/Feb of 2011. The Director of Institutional Advancement has been heavily involved In creating the groundwork for payments and reimbursements for this grant. As fiscal agent, the STC Foundation will receive a Grant Administration award of $8,000. Other, smaller grants have been processed through the STC Foundation. An example is one for playground equipment for the Early Childhood program on the Swainsboro campus, by the Mill Creek Foundation. | There are many grant opportunities available in the area of education. Because of the current successes and the recent experiences with grant endeavors, a greater focus will be directed towards increasing the number of awards, as well as the amount of funding. |
| 4:Visibility, value, and support-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia. | 4.3:Build private financial support and increase alternative funding sources for the College. | Develop an Institutional Advancement Plan and Procedures Manual | Institutional Advancement Plan and Procedures Manual | A manual has been developed, STC Foundation Trustee Handbook, that incorporates the overall plans of the foundation as well as the policies and procedures that have been adopted by the Foundation. This manual will be updated on a continuous basis with yearly archives. | This STC Foundation Trustee Handbook has been very well received by the membership of the Foundation. Since all information needed by a Trustee is located in one location, the handbook is now being utilized as the main component of orientation by all new Trustees. Overall, the whole orientation process has been improved. In the future, instead of reviewing individual policies at each meeting, when the new handbook is distributed each year, all policies and procedures will be reviewed at one meeting; thereby, creating a more efficient process of review. Another improvement that will be implemented with the next revision is that a scanned copy of the entire handbook will be sent to each Trustee. This electronic document will allow them to have all information needed at their fingertips in a searchable file. |
| 4:Visibility, value, and support-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia. | 4.4:Provide a system of research and assessment to present value-added data for monitoring, analyzing, planning, and decision making. | Maintain IE processes for efficiency and effective decision making | Feedback from Administration | Began development of the President's Dashboard Report which will be available online with reports pulled straight from tables in Banner. These reports are refreshed every 10 minutes so that the info is always as current as possible for administrative decisions supported by research data. | Enrollment and Graduate reports were developed and added to the President's Dashboard to monitor the items by campus and program. These reports have drilldown reports which enable the President to review a class roster and a student's academic history. |