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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
	1:Guarantee student access and the opportunity for success at all levels-Guarantee student access and the opportunity for success at all levels	1.1:Assure the quality of instruction and support services to enhance student learning	Implement Q2S transition Increase graduation rate Implement student loans 69% Retention Rate 54% Graduation Rate 1400 FTE 250High School Enrollment	KMS Data Center Report #DC 198 FY 2012 Performance Funding Measures & Benchmarks Report	Enrollment/budget exceeded projections during the transition. Advisors increased efforts to ensure students were comfortable with the transition. 67.3% Retention Rate - not yet final 57.3%Graduation Rate - exceeded projection 1377 FTE 228 High School Enrollment	Increased communication by advisors and improved efforts to assist students with long-term planning for their program of study. This positively affects enrollment and retention. These efforts will be incorporated into the College's Retention Plan.
	1:Guarantee student access and the opportunity for success at all levels-Guarantee student access and the opportunity for success at all levels	1.2:Expand adult education opportunities to improve educational advancement	Increase Adult Education transition rate 1900 Adult Ed in NRS (ABE/ASE/ESL) 650 Level Completions in ABE, ASE, and ESL 550 GED graduates 27% GED to Technical College Transition Rate	FY 2012 Performance Funding Measures & Benchmarks Report KMS Enrollment Reports	28% of the students with a goal to enter postsecondary have entered at this time. The data match has not been completed for the year. 1800 Adult Ed in NRS (ABE/ASE/ESL) 783 Level Completions in ABE, ASE, and ESL 550 GED graduates 25% GED to Technical College Transition Rate	Required all students to score a minimum of 500 on all parts of the GED practice test prior to taking the GED. 2. Utilized an adult education staff person to collaborate with student affairs in an effort to increase our transition rate. NRS level completions will be tracked by level in FY 2013. 2a) ABE1 Beginning Literacy - NRS Goal: 40% 2b) ABE2 Beginning - NRS Goal: 39% 2c) ABE3 Low Intermediate - NRS Goal: 38% 2d) ABE4 High Intermediate - NRS Goal: 34% 2e) ASE1 Low - NRS Goal: 36% 2f) ESL1 Beginning Literacy - NRS Goal: 37% 2g) ESL2 Low Beginning - NRS Goal: 41% 2h) ESL3 High Beginning - NRS Goal: 43% 2i) ESL4 Low Intermediate - NRS Goal: 39% 2j) ESL5 High Intermediate - NRS Goal: 34% 2k) ESL6 Advanced - NRS Goal: 28% 3. Obtained a HS Diploma/GED - NRS Goal: 67% 4. Entered Postsecondary Ed - NRS Goal: 25% 5. Entered Employment - NRS Goal: 26%
	1:Guarantee student access and the opportunity for success at all levels-Guarantee student access and the opportunity for success at all levels	1.3:Expand dual enrollment opportunities and other partnerships with local secondary school systems	2% increase in dual enrollment offerings	Dual Enrollment Report - Comparison of offerings	No increase in the number of dual enrollment offerings occurred in FY 2012 The College was unable to increase the number of dual enrollment offerings due to another budget cutback. However, even with reduced funding, the number of course offerings remained the same and the number of students served through dual enrollment offerings only dropped by 27 students to 255. Although we are one of the smallest technical colleges in the state of Georgia, STC ranked 8th in	The College will likely receive another budget cut in FY2013 making expansion of dual enrollment opportunities unlikely in the upcoming fiscal year. Instead of expanding our course

				terms of the number of high school students served.	offerings, STC will focus on enhancing the quality of the programs offered and try to make those programs more available with more flexible offerings to the secondary school systems.
	1:Guarantee student access and the opportunity for success at all levels-Guarantee student access and the opportunity for success at all levels	1.4:Expand options and collaborations with business and industry, other post-secondary institutions, and other state agencies	Continue to support Southeastern Early College and Career Academy (SECCA)	Survey focus groups	Students were enrolled successfully in the first semester of the academy. The ROTC, an activity for the academy, has a tremendous response and already requires more space for its functions. An addition for the ROTC is needed.	Stressed continual promotion of the SECCA activities to the Board. Plans were implemented for the ROTC addition.
	2:Build the local workforce for economic vitality-Build the local workforce for economic vitality	2.1:Provide excellence in economic development and community services to support attracting business /industry and creating/ expanding/ retaining jobs	Increase number of customized training services	FY 2012 Performance Funding Measures & Benchmarks Report Economic Development enrollment/revenue reports	13, 822 individuals were served 115 small businesses were served During the slow economic times; an increase in the number served was extremely difficult. This should improve once the economy rebounds. 55 companies trained - Customized Contract Training 30,000 Total Trainee Contact Hours - Customized Contract Training	Marketed customized training services. Economic Develop office will carefully monitor the need to modify or add new services.
	2:Build the local workforce for economic vitality-Build the local workforce for economic vitality	2.2:Support certified Work Ready and Entrepreneur Friendly programs.	Achieve Work Ready certification for all counties in region grant	County certification	All counties in the STC service delivery area are now Work Ready Certified. 2703 Work Ready assessments were conducted.	This goal has been achieved; therefore this goal will not be assessed in FY 2013.
	2:Build the local workforce for economic vitality-Build the local workforce for economic vitality	2.3:Expand credit program offerings to match workforce needs/strategic industries.	Complete application and submit feasibility study to the Georgia Board of Nursing, and receive approval to start an Associate Degree Nursing program	ADN Approval by GA Board of Nursing	GA Board of Nursing approved the Associate degree in Nursing. TCSG State Board approved ADN. Although the degree has been approved to begin curriculum development, a Director of Nursing has not been found at this point. Recruitment needs to be expanded.	Search for ADN Director was implemented.
			Start Automotive program on Vidalia Campus	Enrollment - Automotive program	Automotive program implemented Fall 201212.	AUTT Advisory Committee was developed and provided expert suggestions regarding the program curriculum, lab, equipment, and tools
			Start Cosmetology program on Glennville Campus	Enrollment - COS program in Glennville	Cosmetology program was not successful. Student enrollment was not what preliminary needs assessments depicted. Glennville site lacks enrollment overall and is under review for effectiveness/efficiency.	Glennville location was scrutinized for effectiveness and efficiency. The decision was made to shutter the location at the end of the academic year. Students, staff and community were informed and plans were implemented to help students complete or transition to another location. The shuttering was approved by SACS to be effective August 20, 2012.
	3:Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training	3.1:Maintain comprehensive marketing plan	Develop new look for College website Develop new Marketing Plan	Website Plan development	Began processes for redesigning STC website New portal was developed and implemented - MySTC Marketing plan was revamped to include more social media.	Requested input regarding website redesign from faculty and staff. MySTC portal was developed and implemented. Marketing activities included YouTube; Facebook' Twitter; STC homepage; newspaper articles; brochures; radio/TV/magazine ads; Career Fairs; Pine Tree Festival; Onion Festival; competitions, and banquets.
	3:Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training	3.2:Maintain SACS/COC and appropriate program accreditations	Successful Pharmacy Tech and Paramedic Tech site visits Successful Compliance Certification Development of an acceptable QEP	Program Accreditation Reports SACS Off-Site Committee Report Compliance Certification/QEP Timeline	Emergency Medical Technician-Paramedic program awarded initial accreditation. Off-Site Committee Report resulted in unexpected results. STC submitted the Compliance Certification on March 8. Serving as an Off-Site Reviewer, the VPIE received the new Resource Manual via email from SACS on April 4 with instructions to evaluate compliance by referencing that manual. Further revisions to the manual were also disseminated in May. Not knowing the details in the manual prevented colleges from responding as well as they could have had they had the Resource Manual to guide them. Many issues could have been addressed if the colleges had known to do so.	STC scheduled a SACS Advisory visit to discuss best practices for developing the Focused Report as well as to review the QEP draft. This visit was scheduled for July which is FY 2013.

				QEP development is on track. A budget for the QEP has been developed. A Director was named. The draft plan is undergoing reviews/edits.	
	3:Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training-Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training	3.3:Build private financial support and increase alternative funding sources	Develop/implement new Annual Campaign model	New fund raising method for the Foundation Funds raised	YTD - $110,000 was donated to the STC Foundation. New model was not fully developed; however, the DIA researched methods utilized by the Foundations of other technical colleges in TCSG. Included an Ask Letter brochure and contribution form in each mailing. Produced an in-house Foundation video to show to civic groups throughout the year.	Produced Foundation video to show to civic groups throughout the year to promote support for the College and technical education. Incorporated "The Ask" method in the Foundation mailings.
	4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce	4.1:Maximize efficiency and effectiveness in the delivery of quality programs and services	Convert from quarter to semester system Complete Glennville Classroom building	Semester implementation Completed construction	Semester system was successfully implemented Fall 201212. Due to the enormous system wide effort, the conversion was smoother than what was expected. Glennville construction was completed, but enrollment did not improve as anticipated. Further evaluation of the location occurred.	Successful conversion from the quarter system to the semester system Glennville location was submitted to and approved by SACS for shuttering effective August 20, 2012.
	4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce	4.2:Implement a comprehensive facilities and capital outlay plan	Develop annual MRR list Design Health/Library building for Swainsboro Campus	MRR Final Building Design	MR&R List - items completed MR&R projects completed totaled approximately $200,000 and included the following: Restroom renovations on both campuses, renovation of millwork and counter tops in the student affairs and library areas on Vidalia Campus, flood damage repair on the Swainsboro Campus, roof repair on both campuses, construction of mock house laboratory for electrical program training, and numerous paint, flooring, and landscaping projects. Approximately $500,000 of capital outlay expenditures to pay for design of new Health Sciences Building for the Swainsboro Campus.	MR&R expenditures on projects identified by faculty, staff, and students. Capital outlay expenditure for building design begins process to provide new, state-of-the-art facility to greatly improve learning environment on Swainsboro Campus.
	4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce	4.3:Develop and implement plans to assure College safety, security, and business continuity	Schedule/implement safety drills and/or educational communications on all campuses Implement Tobacco Free Campus initiative Install security cameras on all campuses Implement communication devices on Vidalia Campus Research/implement additional safety/security measures	Drill Reports Implementation of tobacco free policy	Conducted drills as appropriate and noted any problems so that they could be addressed and prevented in the future - found a few evacuation maps did not include routes for fire Implemented Tobacco Free Campus in FY 2012 Installed security cameras in Vidalia some buildings Implemented walky-talkies for maintenance staff in Vidalia Due to the recent catastrophes on US college campuses, it was determined that safety and security may need to be expanded.	Updated evacuation maps Rescheduled drills to occur after safety procedures are reviewed with faculty/staff. Utilized faculty and staff to ensure tobacco free policy was enforced. Violations were reported and addressed individually. A Director of Safety and Security will be advertised for the next fiscal year to ensure the College is prepared in the event of violence/danger.
	4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce	4.4:Maintain innovative, cutting-edge technology and equipment to improve College operations and student learning	Continue to develop on-line, web-enhanced, hybrid courses/programs and other applications of distance education Install Deggy system on Swainsboro campus	Downtime Upgrades/replacements	Operational downtown and maintenance requests were negligible. Upgraded connectivity between Vidalia and Swainsboro. IT equipment and software upgrade was scheduled and implemented to provide electronic learning environment for STC. To continue to provide a world-class electronic environment, the IT staff must stay abreast of the latest technology and training. Deggy system has not been installed at this time, but the hardware has been received and plans to install the security system for administration to use to track night lockup rounds will be scheduled in early September of FY 2013.	IT staff participated in scheduled technology and software training Deggy system hardware was obtained and scheduled for installation in Swainsboro in FY 2013.
	4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational	4.5:Expand staff development and leadership training for personnel	Provide in house training for faculty/staff	Staff Development Plans	The HR office reported that 99% of the faculty/staff obtained the required number of staff development hours for FY 2012. Staff Development Days were provided on: April 30, 2012 Safety Training, Crime Prevention; Air and blood Borne Pathogens Training; Travel Regs Update; STC Web Portal; Degree Works, GA Tracs, FERPA; Haz Mat; Sexual Harassment Prevention; and NelNet.	More online training modules will be utilized for staff development in FY 2013. Computerized tutorials including software training online and on-site will be utilized.

development in terms of educational delivery, facilities and equipment, and internal workforce				December 14, 2011 -Holiday Affair was held for all faculty/staff. State of the College; QEP Update; Recognitions and awards; special project for the year was presented. Due to the projected additional 3% budget cut for FY 2013, the College may need to plan/provide more creative and flexible options for staff to obtain the minimum professional development hours. The College may also have to consider a temporary reduction in the required number of hours.	Faculty will be encouraged to participate in the Georgia LEARN Professional Development training series, a set of online training modules designed to provide technical college faculty with training related to the tasks of teaching in a technical college environment.
4:Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce-Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce	4.6:Improve faculty and staff recruitment and retention and increase the full-time faculty percentage.	Improve recruitment practices	Revised procedure	Procedure III.B. STC Recruitment and Hiring was revised and approved by the Executive Council on June 14, 2012. New Employee Orientation Checklist was revised to better inform new hires. Budget cuts have minimized the ability to spend more dollars on recruitment. The College can not recruit more employees until the economy becomes more stable. The College strived to enhance the development of its internal workforce by providing opportunities for professional development as well as participation on several task force groups charged with the development of some important redesigns. Redesign of learning support is expected to improve retention of students which should also impact the retention of faculty in those needed positions. The College Staff Member of the Year Award selection process was revised. This award recognizes outstanding staff accomplishments and encourages pride, loyalty, and improves staff retention.	Revised Procedure III.B. STC Recruitment and Hiring New Employee Orientation Checklist was revised to better inform new hires. The College Staff Member of the Year Award selection process was revised. Members of the Executive Council attended the first ever meeting/summit of administrators of University System of Georgia - USG - and Technical College System of Georgia - TCSG - colleges. Meeting was designed to focus on retention strategies. Vice President for Student Affairs - VPSA named to USG/TCSG Complete College Georgia - CCG - Taskforce; TCSG Learning Support Redesign Taskforce; TCSG Perkins Redesign Taskforce. Several administrators participated in planning of STC CCG plan to submit to TCSG to increase retention/graduates.