## College Goals Report

<table>
<thead>
<tr>
<th>1: Guarantee student access and the opportunity for success at all levels: Guaranteed student access and the opportunity for success at all levels</th>
<th><strong>Goal</strong>: <strong>Strategic Goal</strong></th>
<th><strong>Objective</strong></th>
<th><strong>Desired Results</strong></th>
<th><strong>Assessment Method</strong></th>
<th><strong>Actual Assessment Results / Analysis</strong></th>
<th><strong>Use of Results/Improvement</strong></th>
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<tbody>
<tr>
<td>1.1: Assure the quality of instruction and support services to enhance student learning</td>
<td><strong>Strategic Objective</strong>: Increase retention rate</td>
<td>99.5% Retention Rate</td>
<td>KMS Data Center Report #DC 198</td>
<td>89.2% Retention Rate</td>
<td>Missed our mark by .3</td>
<td>STC embarked on 3 initiatives to improve student success: the Quality Enhancement Plan, Complete College Georgia, and Achieving the Dream. The QEP, Mathematics Enhancing the Sciences and Health (MESH) was piloted and baseline data was collected. MESH will be fully implemented beginning Fall 2013.</td>
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<tr>
<td>1.1: Assure the quality of instruction and support services to enhance student learning</td>
<td><strong>Strategic Objective</strong>: Increase success in Remedial Education</td>
<td>1200 FTE</td>
<td>FY 2013 Performance Funding Measures &amp; Benchmarks Report</td>
<td>Increase degree production</td>
<td>Increase success in Remedial Education</td>
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### 1.2: Expand adult education opportunities to improve educational advancement

<table>
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<tr>
<th>1.2: Expand adult education opportunities to improve educational advancement</th>
<th><strong>Strategic Objective</strong>: Obtain NRS goal for Adult Education to postsecondary transition rate</th>
<th>1800 Adult Ed in NRS (ABE/ASE/ESL)</th>
<th>NRS data Galis Enrollment Management Report</th>
<th>1,431 Adult Ed in NRS (ABE/ASE/ESL)</th>
<th>Analysis: Enrollment has been down again this year. The increased costs of the exam may be affecting enrollment.</th>
<th>83% of the students enrolled with goal to pass their GED, did so.</th>
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<td>1.2: Expand adult education opportunities to improve educational advancement</td>
<td><strong>Strategic Objective</strong>: Obtain NRS goal for Adult Education to postsecondary transition rate</td>
<td>700 Level Completions in ABE, ASE, and ESL</td>
<td>KMS Enrollment Reports</td>
<td></td>
<td>Analysis:</td>
<td>GED faculty counseled students on setting short and long term realistic goals.</td>
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<td>1.2: Expand adult education opportunities to improve educational advancement</td>
<td><strong>Strategic Objective</strong>: Obtain NRS goal for Adult Education to postsecondary transition rate</td>
<td>550 GED graduates</td>
<td></td>
<td></td>
<td>Analysis:</td>
<td>Incorporated transition information about the advantages of higher education in today's job market in intake/orientation for new students.</td>
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### 1.3: Expand adult education opportunities to improve educational advancement

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<th><strong>Strategic Objective</strong>: Obtain NRS goal for Adult Education to postsecondary transition rate</th>
<th>1800 Adult Ed in NRS (ABE/ASE/ESL)</th>
<th></th>
<th></th>
<th>Analysis:</th>
<th>Increased the number of students enrolled in distance education by 12%.</th>
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<td>1.3: Expand adult education opportunities to improve educational advancement</td>
<td><strong>Strategic Objective</strong>: Obtain NRS goal for Adult Education to postsecondary transition rate</td>
<td>700 Level Completions in ABE, ASE, and ESL</td>
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<td>Analysis:</td>
<td>Secured AT&amp;T GED testing scholarships, EMC</td>
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1. Guarantee student access and the opportunity for success at all levels: Guarantee student access and 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

The number of dual enrollment programs actually dropped by one - Academic Affairs offered 10 programs in FY 2012 and 9 programs in FY 2013. For FY 13, STC was able to offer 9 different dual enrollment programs to our local area high schools. Of the 9 different programs to choose from, we had enough students to begin classes in: Gas Metal ARC Welder, Introduction to Criminal Justice, Nurse Aide, and Wildlife Management Assistant, with some programs being offered at multiple locations. An obstacle that we constantly have with dual enrollment classes is that we need a minimum of 10 students to begin a class at a local high school. This past year we had 3 different high schools that wanted Nurse Aide, yet they did not have enough at each high school for that to happen. We were able to combine the students from these high schools into one class that was offered at the Southeastern Early College and Career Academy. This allowed us to have a Nurse Aide class that would not have made otherwise. Also, we are looking into the possibility of offering a replacement TCC for Nurse Aide one that will be shorter in length so that students can finish it during the high school year and not have to come during Summer Semester.

1.4: Expand options and collaborations with business and industry, other post-secondary institutions, and other state agencies

Complete the additions to Southeastern Early College and Career Academy (SECCA) Building

Final Inspection

SECCA additions completed and accepted by the College include an indoor firing range, classroom, offices, storage room, rappelling wall and tower, and three large drill pads for the JROTC program housed at the Career Academy.

Analysis:

Use of the facilities by the JROTC program has significantly improved the quality of instruction. Other agencies such as the local Fire Department, Law Enforcement, and Security Forces from Plant Hatch (nuclear powered electrical generating facility) have requested to use these improved facilities for some of their annual training. Additionally, this upgraded facility will host competitions for JROTC programs throughout the region and the state.

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/retaining jobs

55 companies trained - Customized Contract Training

30,000 Total Trainee Contact Hours - Customized Contract Training

38,710 total trainee contact hours in customized contract training

College Performance Measures & Benchmarks Report

83 companies trained in customized contract training.

Analysis:

STC’s projected benchmarks were exceeded. Economic Development division worked diligently in the communities to promote these services to business and industry leaders.

Economic Development served 19,117 people through continuing education, conferencing, community medical/emergency training, and contract training.

Economic Development generated approximately $283,629 in revenue from the services listed above.

Economic Development served the following companies through the Quick Start program: Nordson, Giro Pack, US Pet, Hotset, Westab.
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<th>2. Build the local workforce for economic vitality</th>
<th>2.3. Expand credit program offerings to match workforce needs/strategic industries.</th>
<th>Obtain SACS approval and start up Associate of Science in Nursing program Begin process to start a Physical Therapy program Research/assess programs the College needs to start</th>
<th>SACS approval</th>
<th>Submitted addition of ASN as a substantive change to SACS in January 2013. Preliminary results from PT assessment shows 81% of respondents feel there is a lack of qualified PT Assistants.</th>
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<td>3. Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training</td>
<td>3.1. Maintain comprehensive marketing plan</td>
<td>Redesigned website Rebrand/Market the College</td>
<td>NEW STC website was rolled out in January 2013. The website had 540,000+ visitors to the site compared to 237,000 visitors in FY12. There were 201,299 unique visitors with 1,397,366 page views in FY13 compared to 83,479 unique visitors and 675,694 page views in FY12. Analysis: The redesigned website has been very successful. PR monitors and conducts a continuous check to ensure the website remains current and accurate. Rebranding efforts included the adoption of Paul the Patriot as the official mascot. Analysis: The purpose of a mascot is to symbolize school and community spirit. They are used to enhance the tradition and emotions of its audience. The “Patriot’s” purpose was to vigorously support their county and be prepared to defend it. It is believed that the STC Patriot will present a picture in the minds of prospective students and alumni that will be forever etched in their memory to think of the great learning/successes/experiences at Southeastern Technical College.</td>
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<td>3. Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training</td>
<td>3.2. Maintain SACS/COC and appropriate program accreditations Prepar for September 2012 SACS/COC visit Pilot the QEP plan</td>
<td>SACS Reports Advisory visit by Dr. Sheeley was held in August 2012. Successful On-Site Committee Visit, September 2012 - only 2 recommendations regarding the QEP QEP Director/team utilized advice from the QEP Lead Evaluator to address the recommendations and revised the plan for implementation. QEP Pilot was conducted in Fall 2012 and Spring 2013.</td>
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<td>3. Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training</td>
<td>3.3. Build private recognized value, and increase alternative funding sources</td>
<td>Increase scope of the Institutional Advancement to include grant writing and an Alumni Group Grants awarded Alumni During this calendar year, the Foundation applied for 12 grants and received three of these grants each at $5,000.00 for a total of $15,000.00. A new link was added to the STC website for Alumni to submit their information to begin forming an Alumni Association. Only 5 Alumni have responded so far. Analysis: Building financial support through alternative funding sources is essential for the future of the College. With budgets being cut and expenses soaring, alternative sources must be pursued with vigor. Research shows that one of STC’s untapped resources are alumni. Grants are another vital financial resource that STC needs to research further.</td>
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<td>4. Improve the organizational development in terms of educational delivery, facilities, and equipment, and enhance the organizational strategic vision</td>
<td>4.1. Maximize efficiency and effectiveness in the delivery of quality programs and services Transition of Learning Support students into credit programs</td>
<td>Results/effects of Learning Support Redesign to retain students and transition them into a program of study Redesigned Learning Support Reading was offered Spring 2013. 24 out of 46 returned for the Summer Semester = 52% 61 out of 46 returned for Fall Semester = 46% 6 students who attended summer did not return for fall 3 students who did not attend summer returned in the fall Redesigned Reading learning support and implemented it in Spring 2013. English and Math learning support redesign developed and scheduled for implementation in 2013 calendar year.</td>
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- Economic Development served 42 companies with contract training.
- Economic Development provided small business starts to 11 businesses; 23 startup kits were distributed, and 55 small business contacts were made.
- No response has been received from SACSCOC regarding the ASN.
- Started research and assessment for PTA degree program.
| 4: Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce | 4.1 Implement a comprehensive facilities and capital outlay plan | Readress gym and other buildings that are falling down - Swainsboro 
Renovate entrance to Swainsboro Campus to include the roadway, median, circular turnaround, removing parking between Building 2 and circle, install green islands in large parking lot in front of Building 6 
Develop and implement plan to get the Health Sciences/Library Building funded 
Develop plan to renovate Building 2 
Begin planning for a new Classroom Building on the Vidalia Campus | Swainsboro: Building 2 renovation scope of work being defined - estimate start construction in FY 15. Capital outlay funding for new Health Sciences Building was approved. Scope of new classroom building/library for Vidalia Campus defined and submitted to TCSG as STC’s #1 priority for FY15 capital outlay funding. 
Analysis: Once the new Health Sciences Building was funded and scheduled for construction, the scope of Building 2 renovations became clear and STC was able to define new space configuration. This information was used to inform the architect during design phase of renovation project. Vidalia Campus is approaching maximum capacity of classroom space and the library has been noted as being the very minimum for a campus of its size. The need for a new classroom/library building has been clearly defined. | Health Science Building was funded and scheduled for construction. Information for renovations projects were improved for designing phase. Identified and defined the need for a new classroom/library building for Vidalia Campus. Submitted #1 priority in FY 2015 Capital Outlay. |
| 4: Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce | 4.2 Maintain innovative cutting-edge technology and equipment to improve College operations and student learning | Provide the most up-to-date technology and equipment for the training needs of students and for daily operations of the College. | New security camera system installed and used to resolve incidents. 
Upgrades to building security systems completed. Deggy system installed and in use on both Vidalia and Swainsboro Campuses. 
Administered Safety drills on both campuses. | New Security Camera System was installed. 
Upgraded building security systems. 
Installed Deggy system on both campuses. 
Safety Drills implemented. |
| 4: 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/security initiatives | Safety and Security Plan 
Safety/Drill Reports | 
Survey Results | Perception of Services Survey Results | 100% are aware that STC provides students with a college email account 
97.33% are aware STC provides students with technology to gain access 
96.73% are satisfied with the availability of technology 
95.53% feel the equipment is adequate to meet the training needs of their program of study this shows a steady increase each year since the 2010 (92.12%) merger operations 
Review of the Student Comments on the survey revealed only occasional dissatisfaction with a printer or mannequin, but nothing major except for one comment regarding the nursing program mannequins on the Swainsboro Campus. The administration is aware of this dire need and has submitted this building on the capital outlay request for the past 10 years. | 
|
| 4: Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce | 4.4 Develop and lead staff development for internal workforce | Support professional development for internal workforce | Staff Development Plans | Faculty Development Activities were scheduled on a timeline for the OEP. 
Dr. Mark Taylor presented the NeXt Generation to faculty in May 2013. 
Due to more budget cuts, travel was limited, but in-house staff development training sessions were provided as scheduled. 
The in-house staff development days were held for all full-time employees on April 29, May 30, and December 16. These training days, along with webinar and in-house Lunch-N-Learn opportunities provided most employees with their required staff development hours. 
As the budget continues to decline, more in-house training opportunities should be provided to employees through possible online training sessions and/or obtaining speakers from other TCSG colleges/central office. In addition, TSCG is working on establishing a system-wide staff development program, which would provide more opportunities and be more cost effective for all involved. | 
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| 4: Enhance the Colleges organizational development in terms of educational delivery, facilities and equipment, and internal workforce | 4.5 Improve faculty and staff recruitment, retention and increase the full-time faculty percentage. | Improve recruitment practices | Procedure | All job vacancies were advertised through local media, and positions which were particularly difficult to fill were expanded to some metro area newspapers. 
In July 2013, STCS Job Center went live, which allowed for positions to be advertised and applications to be completed and submitted online through the STC website. | Because of the expense of printed job advertising, more online avenues have been and will be further pursued. 
The use of STCs Facebook and/or Twitter accounts to advertise jobs are under consideration since these media may reach a broader audience. |
| equipment, and internal workforce |  |  |  |