

# FY 2008 Strategic Plan Annual Analysis

## Goal 1: Student Success

Objectives	FY 2008 Accomplishments
1. Continue to maintain or increase enrollment.	<p>Enrollment from 1,621 to 1,684 which is a 3.9% increase.            4 Consecutive quarters of credit enrollment increases.            One of 12 technical colleges with an enrollment increase over previous year.            Highest number of dually enrolled students ever</p> <p>1120 prospective students received Career Counseling</p> <p>The Student Affairs Division participated in 60 recruitment activities that served a total of 4,071 prospective students.</p> <p>A total of 1,643 follow-up correspondence letters were sent to prospective students during FY 08.</p> <p>A total of 61 press releases were submitted for FY 08 which is 1.35 press releases per week. The number of press releases combined with the number of television, radio and newspaper ads saturated the local market to inform the community of events and success stories. E--news were also released every month.</p>
2. Improve the ability to attract students immediately after completion of high school or completion of GED through collaboration with local high schools and employers.	<p>Held 2<sup>nd</sup> Summer School program for rising 9<sup>th</sup> graders in academically at-risk situations.</p> <p>295 GED's awarded in FY 2008</p> <p>68.4% of GED students that had post secondary education as a goal achieved it.</p> <p>Expanded upon last year's Summer School program for rising 9<sup>th</sup> graders in academically at-risk situations by inviting students from both the Vidalia City School System and the Toombs County School System to attend a three week program that concentrates on grammar and math skills.</p> <p>A Summer Educator Academy was held the first week in June for high school instructors to spend a week at STC learning about technical education career opportunities.</p> <p>Survey feedback from the Summer Educator Academy indicates overwhelmingly positive results from the academy.</p> <p>Approximately 400 high school seniors received a presentation about STC at their respective high school and approx. 250 visited our campus during "Senior Days".</p> <p>The Education and Career Partnership Manager worked with each of the 4 area high schools to continue a dual enrollment program at each of them. In total, STC was able to offer 8 Dual Enrollment classes, consisting of approx. 80 students.</p> <p>Approximately 95% of all 8<sup>th</sup> grade students at J.R. Trippe and Toombs County Middle Schools completed an Academic Career Plan as part of a structured guidance program that they will take with them into high school</p>

	<p>and beyond.</p> <p>Over \$15,000 in scholarships for Southeastern Tech students, including dual enrollment students, was given.</p> <p>The STC website was redesigned and reorganized.</p> <p>A Speaker's Bureau was formed consisting of faculty to "spread the word." Close to 15 speaking engagements were planned in a 5 month period.</p>
3. Continue to provide services that contribute to graduation and employment, such as career counseling, information literacy skills, personal assistance, referral services, academic and financial aid advising, access to information technology, and placement assistance for all students (traditional, non-traditional, special needs, etc.)	<p>Received \$1000 scholarship from the Emile T. Fisher Foundation for Dental Education in Georgia.</p> <p>Added Pass Key Test help sessions to services available to students in Success Lab to provide additional instruction in the general core area.</p> <p>Mock interviews held with upcoming graduates to prepare them for interviews with future employers.</p>
4. Maintain the highest level of quality in instructional programs offered through both traditional and distance learning modalities in order to increase the type and number of students we can serve.	<p>Received initial accreditation for the LPN evening program in Glennville.</p> <p>Received reaffirmation of accreditation for Surgical Technology and Radiology Technology.</p> <p>100% of Cosmetology students passed state boards</p> <p>100% pass rate on CDL exam for all graduates of CTD program</p> <p>100% pass rate for Practical Nursing Graduates on National Council of Licensure Exam (NCLEX) on their 1<sup>st</sup> attempt.</p> <p>100% pass rate for C.N.A. students on the Georgia Health Partnership (GHP) state certification exam.</p> <p>100% pass rate for Paramedic Technology students on state licensure exam.</p> <p>100% pass rate for Pharmacy Technology students on licensure exam.</p> <p>100% pass rate for Radiology Technology graduates on licensure exam.</p>

5. Offer a student-centered learning environment which includes relevant, measurable student outcomes to ensure that students receive a quality education.	<p>Student's progress through literacy studies confirmed with TABE test</p> <p>Identified appropriate student learning outcomes in each program area to ensure that instruction is student focused.</p>
6. Ensure that graduate placement rates are maintained at the highest possible level.	89.66% of graduates were employed "in field". This is the best "in-field" job placement rate in the Southeastern Tech's history.
7. Ensure quality graduates through continuous evaluation and improvement of programs and services.	<p>Perception of Services surveys received from faculty, staff, and students were exceptional. No areas fell below 80% satisfaction rate.</p> <p>Graduate survey results indicate students are satisfied overall with their educational experience at STC.</p>

## Goal 2: Economic Development

Objectives	FY 2008 Accomplishments
1. Actively survey local business and industry to determine their employee education needs. Create a close linkage between employer needs and program offerings in order to respond rapidly to their requests and enable employees to maintain competitive skills.	<p>Several STC employees are actively involved and participate in local development authority and chamber meetings to determine local workforce needs.</p> <p>Advisory Committee members which consist of local business/industry people meet twice a year to review the current program competencies and discuss areas needed for improvement. Recommendations for change are forwarded to the VP of Academic Affairs and the President for follow up.</p>
2. Offer high quality custom designed training and consulting solutions to local business and industry including Quick Start program services	<p>Provided customized training for 7253 employees of local business and industry.</p> <p>Utilized Quick Start training services for 6 local industries.</p>
3. Instill a good work ethic and work habits in our graduates.	Employers surveyed who have hired our graduates this past year indicate that over 90% Exceeded or Met their expectations in all areas related to Work Ethics.
4. Provide opportunities for the development of leadership skills that can directly benefit area employers.	<p>Economic Development staff coordinated Tattnell Leadership program for 4th consecutive year with 22 graduates.</p> <p>Provided customized training for 7253 workers for local businesses and industries.</p>
5. Expand and develop internship opportunities with local businesses that give students the opportunity to “make the connection” between learning and employment.	<p>The following programs include internships and/or clinicals: Accounting, Criminal Justice, Marketing, Management and Supervisory Development, Certified Nurse Aid, Medical Assisting, Paramedic/EMT, Pharmacy Technology, Phlebotomy, and Practical Nursing, Radiology Technology, and Surgical Technology.</p> <p>114 business contacts were made during FY08 - including customized training, conferencing, catering, and consulting for the businesses.</p>
6. Create and develop entrepreneurial programs and/or classes that match locally successful entrepreneurs with interested students and give students possible alternatives to traditional employment.	<p>Assisted 120 Entrepreneurs with Business Development Services; 12 New Businesses Resulted; 165 Jobs Created</p> <p>29 Small Businesses Completed Marketing Training</p> <p>67 Business Startup Kits distributed to prospective businesses</p> <p>97 contacts with local small businesses</p> <p>10 business plans developed</p> <p>Strategic plans developed to reach more entrepreneurs</p>

### Goal 3: Lifelong Learning

Objectives	FY 2008 Accomplishments
1. Continue to provide English literacy programs with an emphasis on reaching out to all segments of the community.	ESOL classes offered in each of the 3 SDA counties
2. Provide remedial education in order to allow students to "take the next step" toward certificate, diploma, or degree objectives.	Adult Literacy provides remedial education to students testing into 95 and 96 level courses.
3. Continue to emphasize technical and adult continuing education in order to give our citizens the opportunity for retraining or personal growth	<p>The First Phase of Major Gifts campaign began. A targeted plan was rolled out for the 21 month campaign. The major gifts campaign plan was presented to all the faculty and staff. A social committee was formed. A Campaign Retreat took place, as well as the campaign's first social event. A prospect committee was formed and lists were compiled. A case for support was completed.</p> <p>The STC Foundation raised close to \$150,000 in its annual campaign (calendar year 08) (this does not include land donation).</p> <p>Provided continuing education classes for 618 participants.</p>
4. Assist in GED preparation as a high school diploma is the minimum level of qualification accepted by many employers. Also, the GED can be a stepping stone to postsecondary education.	<p>785 students enrolled in GED classes</p> <p>412 learning levels were completed</p> <p>Administered 642 GED exams with 295 awarded</p>
5. Participate in local education and civic organizations to increase awareness of the benefits of technical and adult education and to enlist the support of employers and educators in sending this message.	<p>Several employees are active members in Kiwanis, Rotary (Vidalia &amp; Glennville), Toombs-Montgomery Chamber of Commerce, Tattnall Chamber of Commerce, and Glennville Chamber of Commerce.</p> <p>Two employees have participated in the Toombs-Montgomery Leadership program this year.</p>
6. Continue to offer lifelong learning opportunities using up to date technology.	Equipment and software maintained and replaced as needed.

## Goal 4: Institutional Effectiveness

Objectives	FY 2008 Accomplishments
1. Receive and maintain COC, COE, and program accreditation so that we may ensure a quality educational experience for our students.	Received COC initial accreditation.
2. Continue a rigorous program of self-study and evaluation to ensure efficiency and effectiveness of program delivery.	<p>SPEAR documents completed for every program in Academic Affairs and every unit/division within the college.</p> <p>Course evaluations completed quarterly by students</p> <p>Course observations completed quarterly by Academic Deans\Directors</p> <p>Improvement plans developed by Academic Deans\Directors to close the evaluation loop.</p> <p>Annual Perception of Services surveys for Students and Faculty\Staff disseminated.</p>
3. Continue to implement technology to extend and enhance our ability to serve students, programs, and services, and to gain feedback about our performance.	<p>Installed wireless technology throughout the college.</p> <p>Live Chat, an online communications tool, was implemented on STC's website.</p>
4. Continue facility and program expansion and improvement that is targeted to meet the emerging needs of business and industry.	<p>Completed Health Sciences Annex building.</p> <p>Received funding/Began planning for Automotive building.</p> <p>Submitted grant request for Charter School/Career Academy.</p>
5. Continue to offer faculty and staff opportunities to participate in the planning process.	Strategic Planning Retreat was held April 25, 2008.
6. Continue to support faculty and staff through ongoing professional and personal development and learning opportunities.	<p>College-wide staff development day held August 13, 2008.</p> <p>Faculty Development Day held on August 27, 2008.</p>
7. Continue to improve means of communication among faculty and staff.	<p>Implemented changes suggested by Staff and Faculty on the STC Today – all new items are in red.</p> <p>Dr. Mitchell forwards statewide news alerts from state office to all staff and faculty.</p>
8. Continue to provide the highest quality of programs and services for our clientele (i.e. students, faculty and staff, business and industry, and our local community) by concentrating on continuous improvement of programs and services.	<p>One of only 2 technical colleges and one of only 10 colleges in the state to receive President's Community Service Honor Roll (for outstanding community service by our students).</p> <p>WTOC Hometown Hero of the Week Award for community service by our students.</p> <p>Continue to measure programs on Performance Accountability System (PAS) measures and results of completion, placement and licensure captured in Council on Occupational Education (COE) annual report.</p> <p>A recycling program was planned and implemented. Several presentations were made to faculty and staff, as well as students to ensure success of the program.</p>