



A Unit of The Technical College System of Georgia

Strategic Plan FY 2011



Foreword

from the President

Cathryn Mitchell, Ed.D.
President



“The result of planning should be effective, efficient, and economical... that is, suitable for the intended purpose, capable of producing the desired results, and involving the least investment of resources.”

-- Clark Crouch

Southeastern Technical College is a newly formed institution consisting of the former Swainsboro Technical College and the former Southeastern Technical College. On July 1, 2009, the two colleges became one, with a united purpose and direction. In order to ensure a smooth transition, the new college underwent an expedited strategic planning process. The missions, visions, and strategic plans of the colleges were blended, with input and approval from faculty and staff representatives, student representatives, and the leadership teams of the colleges. The resulting mission, vision, and strategic plan are visionary, concise, and achievable and define the direction of the new college. The plan is in alignment with the Strategic Plan of the Technical College System of Georgia (TCSG) and consists of **Strategic Goals (4)** with **Strategic Objectives (22)**. The institutional Goals and Objectives included in the College's Strategic Plan are reviewed annually and revised as needed. Progress toward the accomplishment of these goals and objectives is documented annually.

Southeastern Technical College is proud to present this strategic plan for the years 2010 through 2014. Although this period offers many challenges, it also provides significant opportunities for the new College. These opportunities will amplify our ability to achieve the strategic goals and objectives outlined in this plan.

Cathryn Mitchell, Ed.D.

Providing an Innovative, Educational Environment for Student Learning
Traditional, Polycom, Web-Enhanced, Hybrid, and Online



Vidalia Campus



Swainsboro Campus



Glennville Campus



Joining Forces

Vision

The Vision statement is a values-based description of the College's desired future and its distinctive characteristics of success. It clarifies what the College should look like and how it should conduct itself as it fulfills its Mission.

Our Vision

Southeastern Technical College will be recognized as an educational leader in Southeastern Georgia. The College will deliver quality, student-centered, and accessible postsecondary education and training. The College will empower students for success, cultivating innovative and economically thriving communities and enterprises.

Our Service Delivery Area



Mission

A thorough understanding of the Strategic Plan is made possible by knowing the foundation upon which the College operations are based as articulated in our mission statement.

Our Mission

Southeastern Technical College, a unit of the Technical College System of Georgia, provides an innovative, educational environment for student learning through associate degree, diploma, and technical certificate of credit programs; adult and continuing education; and customized training and services focused on building a well-educated, globally competitive workforce for Southeastern Georgia.



Goal 1

Learning how to learn is life's most important skill.
--Tony Buzan

Guarantee student access and the opportunity for success.

Our objectives...

We will...

1. Provide dual enrollment opportunities and other partnerships with local secondary school systems.
2. Provide services to improve enrollment, retention, graduation, and placement rates.
3. Provide adult education opportunities to improve educational advancement.
4. Provide options and collaborations with business and industry, other institutions of higher learning, and other state agencies.
5. Assure the quality of instruction to enhance student success.
6. Assure student learning is achieved.
7. Provide student and academic support services to enhance student success.



Guarantee

Some self-confronting questions: Where do I want to be at any given time? How am I going to get there? What do I have to do to get myself from where I am to where I want to be? What's the first, small step I can take to get moving? --George A. Ford

Goal 2

Build Southeastern Georgia's workforce for economic vitality.

Our objectives...

We will...

1. Provide economic development and community services that support attracting business and industry, creating, expanding, and retaining jobs.
2. Support innovation, creativity, and entrepreneurship.
3. Provide Certified Work Ready program.
4. Provide credit programs to match workforce needs/strategic industries.



Goal 3

"Identifying the needs of the community is the first step to providing quality education that is accessible, affordable, and creative. The strategic planning process has allowed us to examine our core, eliminate our weaknesses, and maximize our strengths."

Enhance the College's organizational development in terms of its educational delivery, facilities and equipment, and internal workforce.



Our objectives...

We will...

1. Maximize efficiency and effectiveness in the delivery of programs and services.
2. Expand human resources services to enhance internal workforce.
3. Provide safe and secure campuses.
4. Manage financial resources efficiently and effectively.
5. Manage facilities and construction processes to maximize conservation and environmental initiatives, space utilization, campus efficiencies, and capital outlay planning.
6. Assure that the College maintains innovative, cutting-edge technology and equipment to improve operations and enhance student learning.
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.

Lack of an educational culture severely hampers economic development. Literacy and learning are the foundations of success in the new economy.

Goal 4

Improve the visibility, recognized value, and support of Technical Education, Adult Education, and Workforce Training for all citizens in Southeastern Georgia.

Our objectives...

We will...

1. Brand and sell the College as a first choice, first class educational experience with positive employment and education outcomes.
2. Maintain COC and appropriate program accreditations.
3. Build private financial support and increase alternative funding sources for the College.
4. Provide a system of research and assessment to present value-added data for monitoring, analyzing, planning, and decision making.

