



**SOUTHERN REGIONAL**  
TECHNICAL COLLEGE

# **STRATEGIC PLAN**

## ***2016-2020***



## **Contents**

- 1 Introduction**
- 3 Mission, Vision, Values**
- 4 Service Delivery Area**
- 5 College Goals**
- 7 Strategic Objectives**
- 18 Leadership**
- 20 Acknowledgements**



“ It is not often that you get to be a part of starting a **brand new College!** Our combined faculty and staff worked together to develop a plan that **will lead** Southern Regional Technical College in an **exciting direction of change and growth** over the next five years. ”

Southern Regional Technical College (SRTC) is bringing together two great Georgia colleges to build a stronger, larger, more accessible college to serve our seven county region. The five-year Strategic Plan is designed to enhance the College’s programs and services to meet the needs of our students and of business and industry in our service delivery area. The College Goals and Strategic Objectives focus on nine major areas of emphasis and are defined in detail throughout this plan. It has been exciting to see these two colleges come together and realize how much has already been accomplished. It is my belief that SRTC will continue to be an educational leader, dedicated to serving students, citizens, and business and industry. We are proud to offer the communities we serve even more classes, programs, and training.

SRTC is proud of the role it plays in our communities, and we look forward to continuing to improve the quality of life for our students, their families, and our community.

A handwritten signature in black ink that reads "Craig R. Wentworth, Ed.D." The signature is written in a cursive, flowing style.

Craig R. Wentworth, Ed.D., President



# THE STRATEGIC PLAN

---

Endorsed by the Southern Regional Technical College Local Board of Directors for implementation

July 1, 2015

## Our Mission

{WHO WE ARE}

Southern Regional Technical College, a unit of the Technical College System of Georgia, is a public two-year college that provides access to learner-centered high-quality services; academic and occupational credit courses; associate degree, diploma, and technical certificate of credit programs; continuing education opportunities; business and industry training; and adult education programs. Through traditional and distance delivery methods at multiple instructional sites, the College supports workforce development serving primarily the citizens of Colquitt, Grady, Mitchell, Thomas, Tift, Turner, and Worth counties.

## Our Vision

{WHO WE WANT TO BE}

Southern Regional Technical College will meet the evolving needs of tomorrow's workforce by providing engaging and cost-effective educational opportunities, preparing learners for success, and promoting seamless, lifelong learning. Southern Regional Technical College will provide state-of-the-art, well-maintained, and safe facilities to further support an optimal student-learning environment.

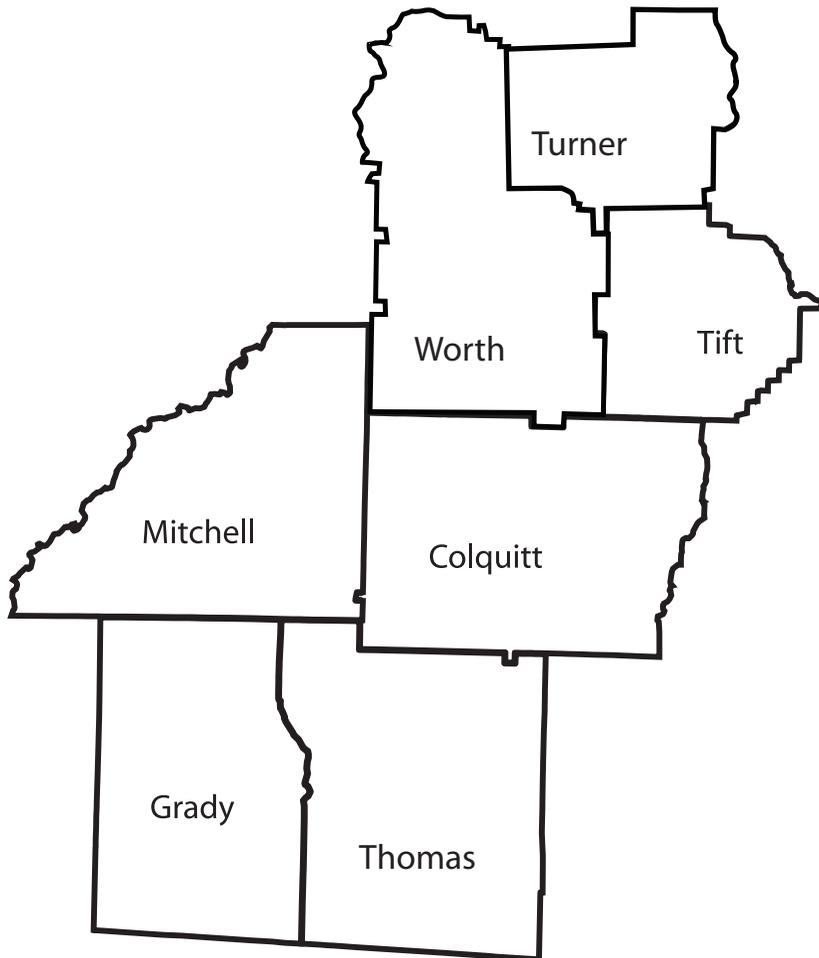
## Our Values

{WHAT GUIDES AND INSPIRES US}

At Southern Regional Technical College, we value honesty, integrity, and excellence. We are committed to the success of our students by providing high-quality programs, services, and facilities along with professional and caring faculty and staff. We hold ourselves accountable to our students, employees, and community by honoring our commitments and striving to provide the highest quality education.

# { Service Delivery Area }

Southern Regional Technical College serves Colquitt, Grady, Mitchell, Thomas, Tift, Turner, and Worth counties.



# { Overview of College Goals }

In order to support workforce development, Southern Regional Technical College has established College Goals and supporting Strategic Objectives to achieve its mission and to ensure student success. The following goals capture the critical areas of education, training, and services provided by Southern Regional Technical College.

1. Deliver accessible quality credit courses and programs that serve the intellectual and career needs of the individual and the business and industry of our seven-county service area.
2. Provide comprehensive programs, services, activities and recruitment initiatives to promote student success.
3. Promote high school initiatives and opportunities throughout the service delivery area and provide college-wide student retention and graduation strategies.
4. Recruit, hire, train, and retain qualified faculty and staff.
5. Maintain financial stability and a fiscal environment, which promotes growth through responsible planning and management of resources.
6. Advance technology and infrastructure to support teaching, learning, and administrative functions.
7. Promote Economic Development in our service delivery region by providing quality training that meets the needs of business and industry and continuing education programs that enhance the lives of individuals.
8. Ensure a culture of accountability and continuous improvement through a research-based system of assessment, planning, and budgeting to achieve expected outcomes.
9. Strengthen public perception and develop mutually beneficial community partnerships from business and industry, public-sector sources, private foundations, and individuals.



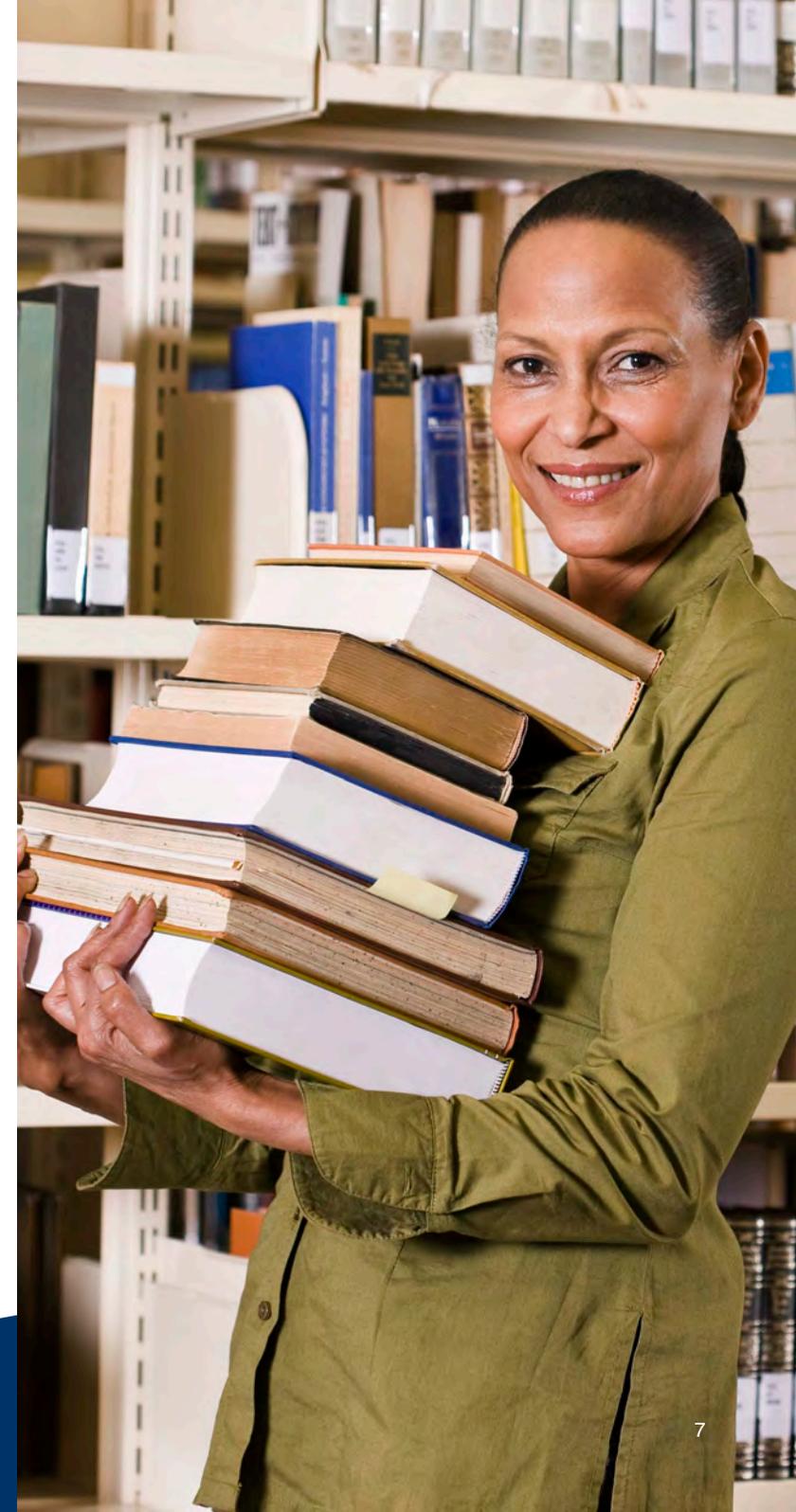
# { Strategic Objectives }

## Student Learning College Goal 1:

Deliver accessible quality credit courses and programs that serve the intellectual and career needs of the individual and the business and industry of our seven-county service area.

### Strategic Objectives:

1. Improve student achievement metrics.
2. Expand, enhance, and develop programs and offerings.
3. Achieve and maintain applicable program accreditations.
4. Maintain satisfactory licensure pass rates by applicable programs.
5. Increase enrollment, retention, and placement in the Adult Education program.
6. Increase the use of Library resources.



# { Strategic Objectives }

## Student Support Services

### College Goal 2:

Provide comprehensive programs, services, activities and recruitment initiatives to promote student success.

### Strategic Objectives:

1. Increase enrollment by recruiting, accessing, and admitting a diverse student population.
2. Promote and facilitate support services that increase the opportunity for students to define and reach their educational and career goals.
3. Improve student retention and graduation rates by providing viable resources and comprehensive student support services.
4. Maintain or increase placement rate by providing students and graduates with comprehensive job search assistance and follow-up.
5. Address the needs of special populations by providing assistance to remove barriers to educational success.



# { Strategic Objectives }

## High School Initiatives/Enrollment Management

### College Goal 3:

Promote high school initiatives and opportunities throughout the service delivery area and provide college-wide student retention and graduation strategies.

### Strategic Objectives:

1. Increase enrollment through recruiting, assessing, and admitting secondary student populations.
2. Foster secondary partnerships.
3. Promote successful transition to post-secondary education.
4. Improve student retention and graduation rates by providing viable resources and comprehensive student support services.





## { Strategic Objectives }

### Human Resources

#### College Goal 4:

Recruit, hire, train, and retain qualified faculty and staff.

#### Strategic Objectives:

1. Provide supervisors an efficient and expeditious system for recruitment and hiring, which yields a diverse pool of well-qualified job applicants.
2. Equip Human Resources staff and managers with knowledge, skills, and tools to promote a productive work environment.
3. Create a culture of learning via new hire orientation, ongoing professional development, workshops, seminars, and conferences.
4. Evaluate and install Human Resources procedures that comply with agency, state, and federal policy and law.



# { Strategic Objectives }

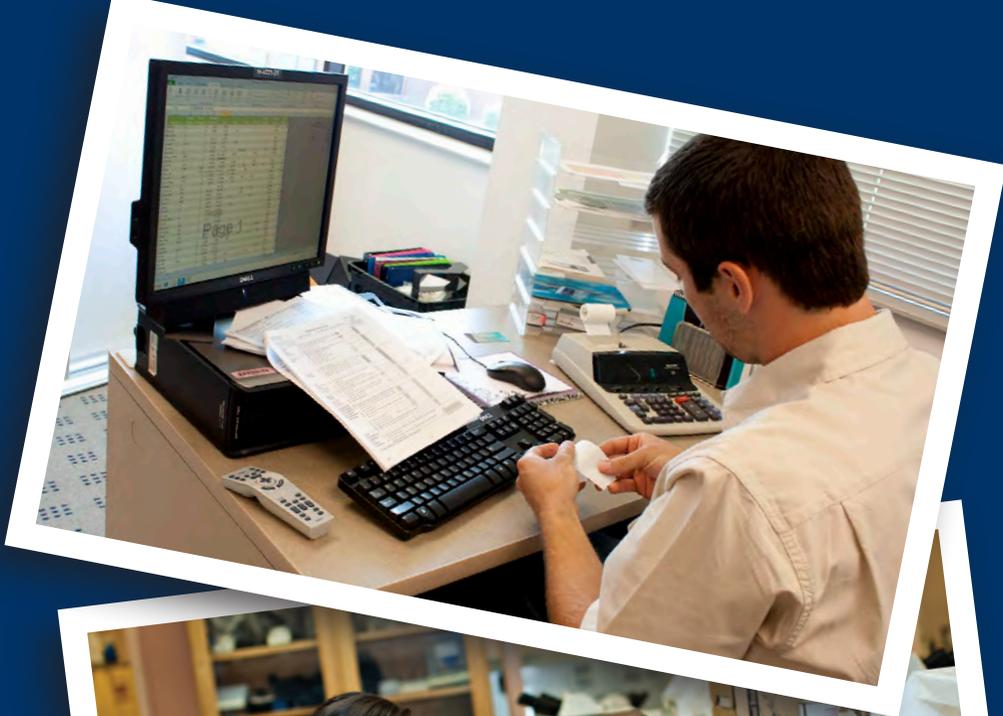
## Financial Resources

### College Goal 5:

Maintain financial stability and a fiscal environment, which promotes growth through responsible planning and management of resources.

### Strategic Objectives:

1. Maintain a budget process to align institutional priorities with available resources.
2. Ensure that existing resources are used efficiently.
3. Safeguard existing resources.
4. Maintain a process of timely and accurate reporting.
5. Improve responsiveness to meet the needs of internal and external customers.
6. Provide fiscal services to students to facilitate learning.
7. Provide bookstore support to meet the needs of students and the College.



# { Strategic Objectives }

## Infrastructure and Technology

### College Goal 6:

Advance infrastructure and technology to support teaching, learning, and administrative functions.

### Strategic Objectives:

1. Provide buildings, grounds, and equipment that promote an atmosphere conducive to learning.
2. Provide a safe and secure learning environment.
3. Provide and maintain emergency management plans.
4. Provide campus-wide technologies and infrastructure that enhance student learning and meet instructional and administrative needs.
5. Maintain and enhance technology to ensure sufficient network and wireless capacity, to streamline process, and to improve services.
6. Provide and support appropriate adaptive technology for individuals with documented special needs.
7. Maintain secure access to information as needed.
8. Provide and enhance telepresence capabilities for instructional and administrative needs.





# { Strategic Objectives }

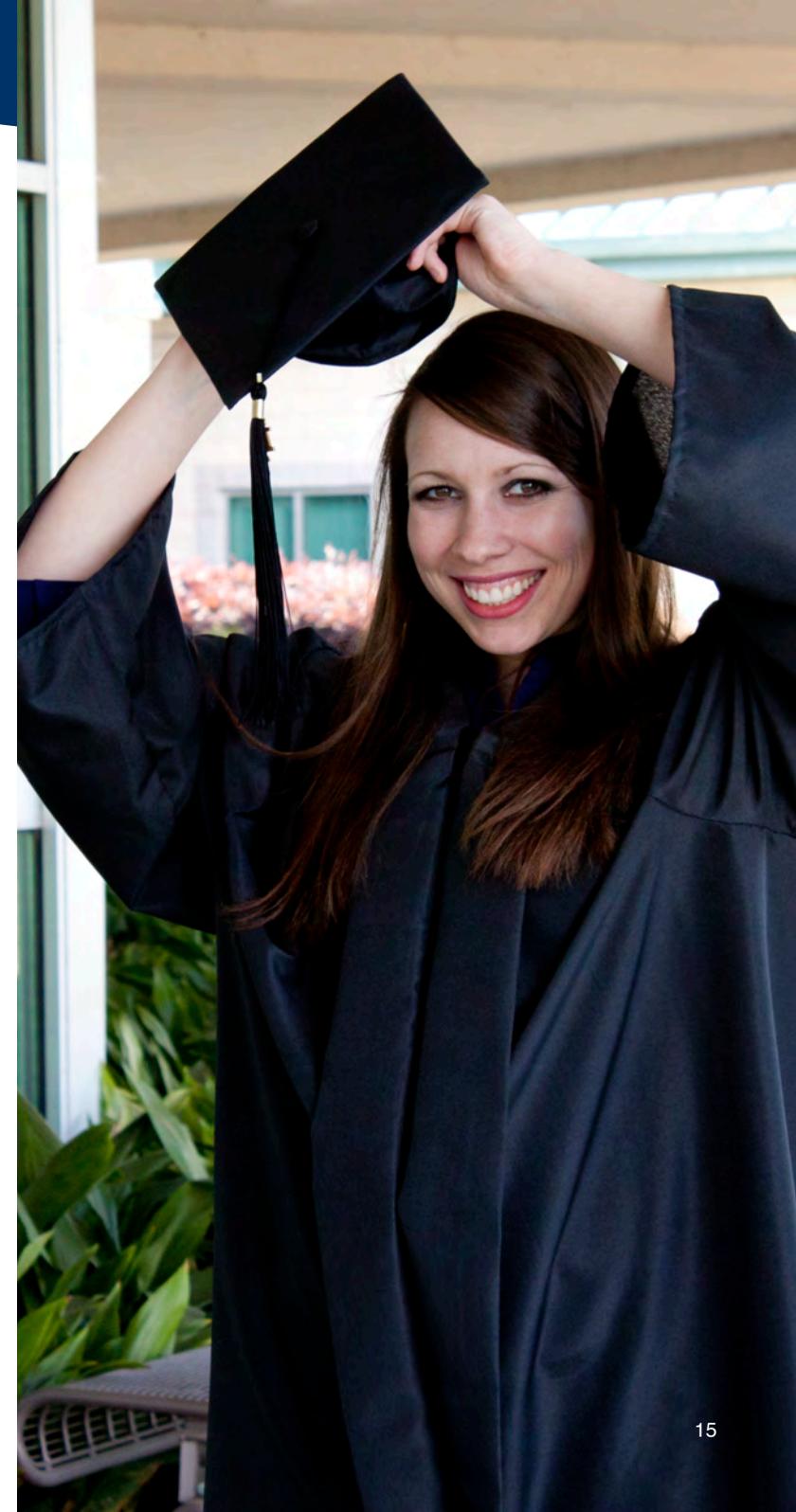
## Economic Development

### College Goal 7:

Promote Economic Development in our service delivery region by providing quality training that meets the needs of business and industry and continuing education programs that enhance the lives of individuals.

### Strategic Objectives:

1. Survey business and industry in the seven county service region to determine their training needs.
2. Develop customized training to meet the continuous improvement requirements for business and industry.
3. Increase awareness of local and state economic development programs and services for business and industry.
4. Develop and offer continuing education courses for personal and professional development.
5. Explore new grant opportunities.





## { Strategic Objectives }

### Accountability and Continuous Improvement

#### College Goal 8:

Ensure a culture of accountability and continuous improvement through a research-based system of assessment, planning, and budgeting to achieve expected outcomes.

#### Strategic Objectives:

1. Demonstrate compliance with the Southern Association of Colleges and Schools Commission on Colleges, the Technical College System of Georgia, and other external agency/organization requirements, policies, and procedures to ensure a quality educational experience for students.
2. Collect and analyze data enabling decisions to be data driven supporting continuous improvement efforts in strengthening the effectiveness and efficiency in all areas of the College.
3. Improve performance on student learning outcomes and expected outcomes for program, service, and other units of the College by meeting or exceeding benchmarks for local, state, and federal expected outcomes and accountability measures.
4. Conduct business and industry surveys to identify needs for new and expanding programs and improvement needs for existing programs and services.
5. Maintain College administrative support, academic and student support, community/ public service, and program units on an ongoing basis.

# { Strategic Objectives }

## Institutional Advancement, Marketing, and Public Relations

### College Goal 9:

Strengthen public perception and develop mutually beneficial community partnerships from business and industry, public-sector sources, private foundations, and individuals.

### Strategic Objectives:

1. Enhance fund raising strategies in order to expand grant writing opportunities and the base of major gift, planned giving, and annual fund prospects.
2. Research and develop a strategy for conducting the next capital campaign.
3. Expand scholarship opportunities through resource development.
4. Research resources to sustain and expand program offerings.
5. Enhance the image of Southern Regional Technical College as a high quality provider of accessible public education.
6. Increase alumni contributions and promote alumni pride and participation.
7. Increase community presence and visibility in Southern Regional Technical College's service delivery area.
8. Provide marketing, public relations, advertising/media relations, print and electronic media, publications, build and maintain community partnerships, manage web services, and promote and support the mission of the College.

# { Strategic Planning Committee }

*The Consolidation Steering Committee functioned as the Strategic Planning Committee to create this Plan. The President's Leadership Cabinet is now tasked to implement the Plan supported by the SRTC Board of Directors and the SRTC Foundation Board of Trustees.*

## Consolidation Steering Committee



Gary Aldridge  
Darbie Avera  
Carla Barrow  
Art Beveridge  
Abby Carter  
Rebecca Clark  
Kevin Cronin  
Susan Davis  
David Evans  
Jim Glass  
Dr. Debbie Goodman  
Deborah Gray  
Lisa Griffin  
Ralph Griffith

Claudia Grooms  
Joyce Halstead  
Michael Heard  
Christa Herring  
Kathryn Kent  
Dennis Lee  
Danny Mainprize  
Amy Maison  
Dr. Annie McElroy  
Steve Peacock  
Becky Richardson  
Gail Roberts  
Paul Roberts  
Vickie Sangster

Jennifer Simpson  
Yvonne Sparkman  
Udella Spicer  
Ken Strickland  
Tina Strickland  
Steve Taunton  
Wendi Tostenson  
David VanLandingham  
Leigh Wallace  
Dr. Craig Wentworth  
Jana Wiggins  
Peggy Wilson

## President's Leadership Cabinet



*President's Leadership Cabinet;  
(pictured from left to right) Back:  
David Evans, Paul Roberts,  
Dr. Debbie Goodman,  
Amy Maison, Joyce Halstead,  
Dennis Lee, Ken Strickland.  
Front: Dr. Annie McElroy,  
Dr. Craig Wentworth, Jim Glass,  
Leigh Wallace*

## SRTC Board of Directors

*Sabrina Boykins-Everett – Thomas County*

*Ellen Eaton – Tift County*

*Kim Gilman – Worth County*

*Kent Hamilton – Colquitt County*

*Lewis Herndon – Colquitt County*

*Dawn Johns – Colquitt County*

*Lynn Lovett – Tift County*

*Chadd Mathis – Grady County*

*Kha McDonald – Thomas County*

*Katrina McIntosh – Colquitt County*

*Cal McMillan – Worth County*

*Ray Muggridge – Mitchell County*

*Dr. Bonita Richter – Mitchell County*

*Don Sims – Thomas County*

*Zach Wheeler – Thomas County*

*Vacant – Turner County*

## SRTC Foundation Board of Trustees

*Chris Addleton, Grady County*

*Paul Blough, Grady County*

*Jenny Bostick, Mitchell County*

*Rebecca Cline, Grady County*

*Mark Cobb, Thomas County*

*Mike Davis, Tift County*

*C.B. “Scooter” Grubbs, Thomas County*

*Tommy Hill, Thomas County*

*Bob Hutchison, Thomas County*

*Zeke Johnson, Thomas County*

*Janet Liles, Thomas County*

*Frances Mims-Parker, Thomas County*

*John Mark Mobley, Colquitt County*

*Tommy Patel, Thomas County*

*Robby Pitts, Colquitt County*

*Charles Rooks, Mitchell County*

*Bob Swadel, Colquitt County*

*Emily Watson, Colquitt County*

# { Thank You! }

The Consolidation Steering Committee prepared the Southern Regional Technical College Strategic Plan 2016-2020 during Fall Semester 2014. The Committee members are to be commended for their dedication and commitment to preparing a Strategic Plan that merges together the dreams and aspirations for the newly formed college located in south central Georgia, Southern Regional Technical College (SRTC).

Committed to serving all constituencies within the seven-county service delivery area previously assigned to Moultrie Technical College (Colquitt, Tift, Turner, and Worth) and Southwest Georgia Technical College (Grady, Mitchell, Thomas), Committee members worked diligently together and determined the SRTC Mission, Vision, Values, College Goals, and Strategic Objectives.

The Southern Regional Technical College Strategic Plan 2016-2020 is designed to serve as a guide in meeting the needs of the College's service area and to implement statewide initiatives in support of the Technical College System of Georgia Strategic Plan.

The Consolidation Steering Committee approved the Plan on October 6, 2014. The Plan was next approved by the Southwest Georgia Technical College local Board of Directors on October 7, 2014, and by the Moultrie Technical College local Board of Directors on October 15, 2014.

Debbie Goodman, Ed.D  
Vice President, Institutional Effectiveness



**SOUTHERN REGIONAL**  
TECHNICAL COLLEGE

Serving Colquitt, Grady, Mitchell, Thomas, Tift, Turner and Worth counties  
15689 US Highway 19 North • Thomasville, Georgia  
www.southernregional.edu • 229.225.4096  
*A Unit of the Technical College System of Georgia  
Equal Opportunity Institution*

Southern Regional Technical College is accredited by the Southern Association of Colleges and Schools Commission on Colleges.  
Southern Regional Technical College is a unit of the Technical College System of Georgia.

Southern Regional Technical College (SRTC) does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, genetic information, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law).

At SRTC, the Title IX Coordinator is Lisa Newton, SRTC-Moultrie-Veterans Parkway, Building A, (229) 217-4132, lnewton@southernregional.edu.

The Section 504 Coordinator for SRTC is Dr. Jeanine Long, SRTC-Thomasville, Building A, (229) 227-2668, jlong@southernregional.edu.