

# SOUTHERN REGIONAL TECHNICAL COLLEGE

## AY 2018 INSTITUTIONAL DOCUMENTS

### TECHNICAL COLLEGE SYSTEM OF GEORGIA

- MISSION

### SOUTHERN REGIONAL TECHNICAL COLLEGE

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**SOUTHERN REGIONAL**  
TECHNICAL COLLEGE

 = New Items for 2018

 = Completed Activities

# TECHNICAL COLLEGE SYSTEM OF GEORGIA

## Mission

The Technical College System of Georgia provides technical, academic and adult education and training focused on building a well-educated, globally competitive workforce for Georgia.

# SOUTHERN REGIONAL TECHNICAL COLLEGE

## Mission

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.

## Vision

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.

## Values

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.

## OVERVIEW OF COLLEGE GOALS

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.

# Southern Regional Technical College

## **STRATEGIC PLAN:**

### **College Goals, Strategic Objectives, and Activities**

#### **College Goal 1: Student Learning**

**LEAD PLANNER: Jim Glass ▪ Provost and Vice President for Academic Affairs**

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 Objective 1: Improve student achievement metrics.**

- 1.1.1 Implement and document performance on Student Learning Outcomes.
- 1.1.2 Achieve the benchmarks defined by Complete College Georgia (CCG) by accomplishing activities as listed in the SRTC CCG yearly reports.
- 1.1.3 Recruit and hire appropriate credentialed faculty to teach occupational courses to assist SRTC in achieving the TCSG Performance Benchmark for Complete College Georgia graduates.
- 1.1.4 Recruit and hire appropriate credentialed faculty to teach Arts and Science courses to high school students to assist SRTC in achieving the TCSG Performance Benchmark for High School Enrollment.
- 1.1.5 Develop Student Success Course (College 1500) for implementation in Fall Semester 2015 to assist in student retention and graduation.
- 1.1.6 Prepare, Submit, Implement, and Evaluate the SRTC Quality Enhancement Plan. [Added: AY 2018]

##### **Strategic Objective 2: Expand, enhance, and develop programs and offerings.**

- 1.2.1 Expand, enhance, and develop online/distance education offerings.
- 1.2.2 Expand Associate of Science (AS) degree offerings.
- 1.2.3 Develop and support program expansion opportunities resulting from College consolidation.
- 1.2.4 Research "Survey of Need" for Associate of Science in Nursing (ASN) program to be offered on the Moultrie and Tifton campuses. [Completed: AY 2016]
- 1.2.5 Present "Survey of Need" results to the Georgia Board of Nursing (GBON) and the Accreditation Commission for Education in Nursing (ACEN) for consideration. [Completed: AY 2016]

##### **Strategic Objective 3: Achieve and maintain applicable program accreditations.**

- 1.3.1 Maintain applicable program accreditations.
- 1.3.2 Achieve accreditation for all Radiologic Technology programs.
- 1.3.3 Maintain accreditations for Associate of Science in Nursing (ASN) program as the College expands sites and reviews curriculum.
- 1.3.4 Research accreditation process for American Bar Association (ABA) for Paralegal program accreditation.
- 1.3.5 Research accreditation process for Commission on Accreditation for Health Informatics and Information Management (CAHIIM) for Health Information Technology program Accreditation.
- 1.3.6 Research accreditation process for Association to Advance Collegiate Schools of Business for Accounting and Business Management programs.

**College Goal 1 - Continued on Next Page**

**Strategic Objective 4: Maintain satisfactory licensure pass rates by applicable programs.**

- 1.4.1 Have program faculty monitor and report licensure pass rates results and make improvements as needed.

**Strategic Objective 5: Increase enrollment, retention, and placement in the Adult Education program.**

- 1.5.1 Recruit students to the Adult Education program to assist SRTC in achieving the TCSG Performance Benchmark for Adult Education enrollment.
- 1.5.2 Have faculty monitor Adult Education student attendance and participation to assist SRTC in achieving the TCSG Performance Benchmarks for Adult Education completions and GED obtainment.
- 1.5.3 Have Adult Education faculty and staff work to increase placement of GED graduates placement for the Adult Education program to assist SRTC in achieving the TCSG Performance Benchmark for placement of GED graduates in postsecondary education and/or employment.

**Strategic Objective 6: Increase the use of Library resources.**

- 1.6.1 Conduct collection analysis to determine adequacy of resources for all academic programs and all areas of general education as offered at SRTC sites.
- 1.6.2 Ensure that adequate library resources are available for all academic programs and all areas of general education as offered at SRTC sites.
- 1.6.3 Investigate methods to expand virtual access to library resources through concepts like “Bring Your Own Device,” Library Commons, etc.
- 1.6.4 Promote access to library resources through the College web-site and other electronic mediums.

## College Goal 2: Student Support Services

### LEAD PLANNER: Leigh Wallace ▪ Vice President for Student Affairs

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

#### Strategic Objective 1: Increase enrollment by recruiting, accessing, and admitting a diverse student population.

- 2.1.1 Recruit, test, and admit a diverse student population to increase total enrollment.
- 2.1.2 Promote credit programs to Adult Education students.
- 2.1.3 Increase recruitment of Veteran students.
- 2.1.4 Research the process to admit International students.
- 2.1.5 Explore opportunities to add Intercollegiate Athletics.

#### Strategic Objective 2: Promote and facilitate support services that increase the opportunity for students to define and reach their educational and career goals.

- 2.2.1 Provide scholarship information to current and prospective students.
- 2.2.2 Conduct a Financial Aid Awareness week annually during Spring Semester. [Completed: AY 2016]
- 2.2.3 Create a Veterans brochure to better facilitate the transition into college life. [Completed: AY 2016]
- 2.2.4 Implement DegreeWorks and DegreeWorks plans for all students to track educational progress.
- 2.2.5 Provide an online career assessment tool.

#### Strategic Objective 3: Improve student retention and graduation rates by providing viable resources and comprehensive student support services.

- 2.3.1 Implement DegreeWorks. [Completed: AY 2016]
- 2.3.2 Advance Prior Learning Assessment opportunities.
- 2.3.3 Expand opportunities for student involvement through clubs and organizations.

#### Strategic Objective 4: Maintain or increase placement rate by providing students and graduates with comprehensive job search assistance and follow-up.

- 2.4.1 Conduct annual job fairs in Moultrie, Thomasville, and Tifton.
- 2.4.2 Implement monthly employer connections in each county in the service delivery area.
- 2.4.3 Present SRTC Joblink registration in the COLL 1500 course.
- 2.4.4 Increase SRTC Joblink functionality between Career Services and students.

#### Strategic Objective 5: Address the needs of special populations by providing assistance to remove barriers to educational success.

- 2.5.1 Foster relationships with area resource agencies to assist with referrals.
- 2.5.2 Collaborate with other departments to utilize the in-house resources such as the Lending Library and Emergency Funds.
- 2.5.3 Provide staff development in the area of disabilities, Title IX, and non-traditional retention.

## College Goal 3: High School Initiatives/Enrollment Management

**LEAD PLANNER: Joyce Halstead ▪ Vice President for High School Initiatives & Enrollment Management**

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

### Strategic Objective 1: Increase enrollment through recruiting, assessing, and admitting secondary student populations.

- 3.1.1 Increase general education degree level course offerings at area high schools to assist SRTC in achieving the TCSG Performance Benchmark for High School Enrollment.
- 3.1.2 Increase occupational program offerings at area high schools to assist SRTC in achieving the TCSG Performance Benchmark for High School Enrollment.
- 3.1.3 Promote the "Move on When Ready" program through classroom and parent night presentations to assist SRTC in achieving the TCSG Performance Benchmark for High School Enrollment.
- 3.1.4 Increase awareness of opportunities available to high school students, parents, high school administrators, counselors, and teachers by means of classroom visits, lunchroom visits, program shadowing, College tours, forums, parent nights, and speaking events.
- 3.1.5 Attend conferences, peer group meetings, and professional development sessions to learn best practices, new strategies, and gain knowledge of TCSG requirements.

### Strategic Objective 2: Foster secondary partnerships.

- 3.2.1 Host breakfast for superintendents, principals, and counselors.
- 3.2.2 Volunteer to serve on high school advisory boards.
- 3.2.3 Serve on local school boards and College and Career Academy Governing Boards.
- 3.2.4 Research possibilities of a College and Career Academy in Colquitt and Tift Counties.

### Strategic Objective 3: Promote successful transition to post-secondary education.

- 3.3.1 Coordinate and facilitate college-wide recruitment activities in all service delivery area high schools
- 3.3.2 Participate in PROBE College Fairs to inform and connect high school students with SRTC.
- 3.3.3 Participate in service delivery area high school college and career fairs.
- 3.3.4 Participate in community activities.
- 3.3.5 Promote articulated credit for competencies learned in high school.
- 3.3.6 Participate in career fairs and make high school classroom visits with faculty in Florida counties (Gadsden, Leon, and Jefferson) contiguous to Grady and Thomas Counties.
- 3.3.7 Coordinate information sessions with SRTC service delivery area industries.
- 3.3.8 Coordinate campus visits for tours and program shadow days.
- 3.3.9 Plan and perform communication plan with prospects for conversion to applicants.

### Strategic Objective 4: Improve student retention and graduation rates by providing viable resources and comprehensive student support services.

- 3.4.1 Facilitate monthly Collaboration of Retention Excellence (CORE) meeting to examine barriers to student success, plan, and implement strategies to assist SRTC in achieving the TCSG Performance Benchmark for Retention Rate.
- 3.4.2 Implement TCSG Early Alert Management System (TEAMS) to assist SRTC in achieving the TCSG Performance Benchmark for Retention Rate.
- 3.4.3 Ensure Dual Enrollment student completers are awarded certificates.

## College Goal 4: Human Resources

**LEAD PLANNER: Michael Heard ▪ Director of Human Resources**

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

**Strategic Objective 1:** Provide supervisors an efficient and expeditious system for recruitment and hiring, which yields a diverse pool of well-qualified job applicants.

- 4.1.1 Install web-based position requisition system, which requires the modification of the current position request module to meet SRTC needs.
- 4.1.2 Retire EasyHRweb applicant tracking system and replace it with the Taleo applicant tracking system. [Completed: AY 2016]
- 4.1.3 Develop job descriptions for each position. [Completed: AY 2016]
- 4.1.4 Develop standardized interview forms. [Completed: AY 2016]

**Strategic Objective 2:** Equip Human Resources staff and managers with knowledge, skills, and tools to promote a productive work environment.

- 4.2.1 Provide training opportunities for human resource (HR) staff to increase knowledge of human resources best practices and new laws and regulations by participation in peer groups and professional organizations.
- 4.2.2 Research and distribute materials on training opportunities for human resources best practices to managers.
- 4.2.3 Develop new performance evaluation tools with input from managers. [Completed: AY 2016]

**Strategic Objective 3:** Create a culture of learning via new hire orientation, ongoing professional development, workshops, seminars, and conferences.

- 4.3.1 Create a web-based new hire orientation program.
- 4.3.2 Establish a set schedule for mandatory training for all personnel. [Completed: AY 2016]
- 4.3.3 Provide ongoing opportunities for general staff development for all personnel in consideration of input received from employees for training needs.

**Strategic Objective 4:** Evaluate and install Human Resources procedures that comply with agency, state, and federal policy and law.

- 4.4.1 Participate in Human Resource Administration (HRA) human resource audit process. [Completed: AY 2016]
- 4.4.2 Develop new procedures as needed to comply with changing policies and laws.



## College Goal 5: Financial Resources

### LEAD PLANNER: Ross Cox - Vice President for Administrative Services

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

#### Strategic Objective 1: Maintain a budget process to align institutional priorities with available resources.

- 5.1.1 Implement web-based annual budget planning system, SRassist.
- 5.1.2 Consolidate budget forecasts for the merged college.

#### Strategic Objective 2: Ensure that existing resources are used efficiently.

- 5.2.1 Implement for the merged college a web-based budget reporting system, SRassist.
- 5.2.2 Provide training to utilize the web-based budget reporting feature.
- 5.2.3 Convene Budget Committee meetings with representation across functional units.
- 5.2.4 Maintain updated financial projections.

#### Strategic Objective 3: Safeguard existing resources.

- 5.3.1 Administer web-based equipment inventory reporting and tracking system for the merged college.
- 5.3.2 Update risk assessment template.
- 5.3.3 Strengthen accounting procedures and internal controls.

#### Strategic Objective 4: Maintain a process of timely and accurate reporting.

- 5.4.1 Prepare annual GAAP (Generally Accepted Accounting Principles) and Budget financial statements.
- 5.4.2 Prepare and distribute monthly financial reports to the Local Board of Directors.
- 5.4.3 Prepare annual IPEDS report.
- 5.4.4 Attend Vice President for Administrative Services meetings for reporting updates.
- 5.4.5 Prepare TAACCT grant budget reports as required by grant.
- 5.4.6 Maintain a system of tracking and reporting Perkins expenses by approved line item.
- 5.4.7 Prepare annual program cost survey report.

#### Strategic Objective 5: Improve responsiveness to meet the needs of internal and external customers.

- 5.5.1 Expand utilization of the Team Georgia Marketplace electronic purchasing system.
- 5.5.2 Maintain web-based inventory and budget reporting system.

#### Strategic Objective 6: Provide fiscal services to students to facilitate learning.

- 5.6.1 Invoice students for past due balances.
- 5.6.2 Process scholarships awarded to students.
- 5.6.3 Reduce write-off of uncollectible accounts.

#### Strategic Objective 7: Provide bookstore support to meet the needs of students and the College.

- 5.7.1 Provide instructional resources to meet needs of students.
- 5.7.2 Provide access to financial aid to purchase books and supplies.

## College Goal 6: Infrastructure and Technology

**LEAD PLANNER: David Evans - Vice President for Operations**

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

### Infrastructure - David Evans

**Strategic Objective 1: Provide buildings, grounds, and equipment that promote an atmosphere conducive to learning.**

- 6.1.1 Update the Master Facilities Plan.
- 6.1.2 Meet with the Facilities Committee as needed.
- 6.1.3 Apply electronic work order system to better utilize maintenance and custodial personnel.
- 6.1.4 Perform scheduled preventive maintenance on building, grounds, and equipment.
- 6.1.5 Construct and equip new 51,347 sq. ft. Academic Building at SRTC-Thomasville to increase General Education class offerings to include Learning Support, Reading, English, Math, Communications, Social and Behavior Sciences, and Adult Education classes.
- 6.1.6 Construct and equip new 72,720 sq. ft. Industrial Technology and Adult Education Building at SRTC-Moultrie-Veterans Parkway.
- 6.1.7 Construct and equip new 34,650 sq. ft. Building at SRTC-Tifton to expand Library Services, increase General Education class offerings, expand and/or add programs to include Energy Technology, Remote Automation Management Project (RAMP), Cosmetology, Emergency Medical Technician (EMT), and Industrial Systems Technology.
- 6.1.8 Add to the existing Cairo building 4,100 and 4,800 square feet. The following programs/spaces are planned for this expansion. Three Dual Enrollment computer classrooms (40+ students each); Practical Nursing (PN) computer classroom (30 students), expanded PN Lab, which will also serve the Nurse Aid program; two Adult Education computer classrooms (30 students each), and two Adult Education faculty offices; a larger library; a large conference room; four faculty offices; space for counselor/job placement services; and three administrative/support offices. The metal building will be converted to the Commercial Truck Driving program classroom and an 114,000 square foot Truck Driving Range will be added. During a future building phase, a 20,000 square foot building with a parking lot will be added.
- 6.1.9 Update Southern Regional Technical College technical labs with state-of-the-art equipment.
- 6.1.10 Renovate Anatomy/Physiology Lab to house a new Biology Lab. *[Added: AY 2017]*
- 6.1.11 Renovate the SRTC-Tifton Drafting Technology Classroom to create an additional classroom for Health Sciences. *[Added: AY 2017]*
- 6.1.12 Renovate the existing SRTC-Tifton Welding and Joining Technology Lab and adjoining space to expand the Welding and Joining Technology classroom and lab. *[Added: AY 2017]*
- 6.1.13 Purchase updated equipment for the Maintenance Department. *[Added: AY 2017]*
- 6.1.14 Review Operations Division Budget. *[Added: AY 2017]*
- 6.1.15 Complete the Small Capital Outlay Project: Health Sciences Building at SRTC-Tifton. *[Added: AY 2017]*

**Strategic Objective 2: Provide a safe and secure learning environment.**

- 6.2.1 Hire a full-time SRTC security chief to provide a safe and secure learning environment.
- 6.2.2 Install additional cameras to cover all campuses/strategic locations.
- 6.2.3 Complete Emergency Drills annually. *[Added: AY 2017]*

**Strategic Objective 3: Provide and maintain emergency management plans.**

- 6.3.1 Submit Emergency Management Plans to the Safety Committee for review and implementation.

***College Goal 6 - Continued on Next Page***

## Technology - Danny Mainprize

**Strategic Objective 4:** Provide campus-wide technologies and infrastructure that enhance student learning and meet instructional and administrative needs.

- 6.4.1 Add new desktop computers as needed and replace desktop computers according to the College's 3 to 5 year replacement cycle.
- 6.4.2 Add new printers as needed and replace printers according to the College's 5 to 7 year replacement cycle.
- 6.4.3 Add new projectors as needed and replace projectors that are no longer operational.
- 6.4.4 Expand telepresence equipment and services to facilitate additional video conferencing needs for classroom instruction along with operational needs. [Added: AY 2018]

**Strategic Objective 5:** Maintain and enhance technology to ensure sufficient network and wireless capacity, to streamline process, and to improve services.

- 6.5.1 Replace existing wireless networking controller. [Completed: AY 2016]
- 6.5.2 Add new wireless access points as needed and replace existing access points. [Completed: AY 2016]
- 6.5.3 Purchase new network storage controller (netapp).
- 6.5.4 Add new servers and replace existing servers according to the College's five to seven year replacement cycle.
- 6.5.5 Increase internet bandwidth from 100 Mb to 500 Mb. [Completed: AY 2016]
- 6.5.6 Add new switches as necessary and replace existing switches that are no longer operational.
- 6.5.7 Add new VoIP controller and phones to connect to the existing system in Thomasville.

**Strategic Objective 6:** Provide and support appropriate adaptive technology for individuals with documented special needs.

- 6.6.1 Upgrade Premier adaptive software license.

**Strategic Objective 7:** Maintain secure access to information as needed.

- 6.7.1 Upgrade the two Cisco firewalls to maintain network security. [Completed: AY 2016]
- 6.7.2 Upgrade the Barracuda web filter to maintain network security. [Completed: AY 2016]

**Strategic Objective 8:** Provide and enhance telepresence capabilities for instructional and administrative needs.

- 6.8.1 Install Tandberg Video conferencing system to provide and enhance telepresence capabilities. [Completed: AY 2016]

## College Goal 7: Economic Development

### LEAD PLANNER: Dennis Lee ▪ Vice President for Economic Development

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 Objective 1:** Survey business and industry in the seven county service region to determine their training needs.

- 7.1.1 Visit businesses in each community to develop relationships and provide information concerning contract training and continuing education.
- 7.1.2 Provide businesses with Training Needs Assessments.

**Strategic Objective 2:** Develop customized training to meet the continuous improvement requirements for business and industry.

- 7.2.1 Increase the number of companies receiving contract training to assist SRTC in achieving the TCSG Performance Benchmark for companies trained.

**Strategic Objective 3:** Increase awareness of local and state economic development programs and services for business and industry.

- 7.3.1 Attend and serve on Chamber of Commerce/Industrial Development committees in the communities in the service region.
- 7.3.2 Promote Quick Start to the service region businesses and develop at least one Quick Start project each year.

**Strategic Objective 4:** Develop and offer continuing education courses for personal and professional development.

- 7.4.1 Offer professional development courses for Health Care Professionals.
- 7.4.2 Offer professional development courses for Real Estate Professionals.
- 7.4.3 Offer personal enrichment courses that provide personal enrichment to citizens in the service region.
- 7.4.4 Offer professional development courses for legal services professionals using the Institute for Continuing Legal Education. [Added: AY 2017]

**Strategic Objective 5:** Explore new grant opportunities.

- 7.4.1 Research grant opportunities that apply to economic development projects for the SRTC service region.

## College Goal 8: Accountability and Continuous Improvement

**LEAD PLANNER: Dr. Debbie Goodman - Vice President for Institutional Effectiveness**

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

**Strategic Objective 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.

- 8.1.1 Prepare and submit SRTC SACSCOC Compliance Certification documents and exhibits, and host the Substantive Change Visiting Team. [Completed: AY 2016]
- 8.1.2 Complete bi-annual audit of SRTC compliance with SACSCOC Policies, Guidelines, Good Practices, and Position Statements.
- 8.1.3 Inform stakeholders of changes in SACSCOC requirements or changes in SACSCOC interpretation of requirements.
- 8.1.4 Inform and/or request approval from SACSCOC of the addition, closure, and/or expansion of programs and instructional sites.
- 8.1.5 Establish and/or update SRTC Procedures due to external agency requirements and/or changes in SRTC operations.
- 8.1.6 Implement SRTC Procedure: Institutional Effectiveness and SRTC Institutional Effectiveness Plan.
- 8.1.7 Implement and maintain new TCSG Performance Accountability System and Performance Accountability Review requirements.
- 8.1.8 Carry out Carl D. Perkins Career and Technical Education Grant Plans and Budget to impact student success and performance on Perkins Measures.
- 8.1.9 Research, design, and implement SRassist modules to support assessment, annual budget planning, staff development and improvement budget requests for equipment, personnel, and special projects.
- 8.1.10 Prepare and submit SRTC SACSCOC Compliance Certification documents and exhibits for initial review by the Off-Site Reaffirmation Committee and host the On-Site Reaffirmation Committee. [Added: AY 2018]

**Strategic Objective 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.

- 8.2.1 Implement the Data Sub-Committee of the Institutional Effectiveness Committee to identify data needs of various constituencies and initiatives and analyze data to determine performance gaps for use in data driven decision-making.
- 8.2.2 Implement the Perkins Sub-Committee to provide leadership for the review of Perkins Data and for the formation, implementation, and monitoring of the Perkins Plans, Budget, and initiatives.
- 8.2.3 Implement the Complete College Georgia (CCG) Sub-Committee to provide leadership for the review of CCG, TCSG, and Local Data and for the formation, implementation, and monitoring of CCG Plans.

*College Goal 8 - Continued on Next Page*

- 8.2.4 Research and implement survey/ evaluation software that will allow the greatest flexibility and meet the needs of SRTC assessments.
- 8.2.5 Develop surveys and evaluation tools for assessment at SRTC.
- 8.2.6 Identify and design data reports used in assessment at SRTC.
- 8.2.7 Complete Program Data Analysis as requested by the President.

**Strategic Objective 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.

- 8.3.1 Hold Orientation Sessions for Institutional Effectiveness to include evaluation, assessment, and planning processes emphasizing that the results expected are to be an improved College, Program, or Student Learning.
- 8.3.2 Implement the Perkins Sub-Committee to provide leadership for the review of Perkins Data and for the formation, implementation, and monitoring of the Perkins Plans, Budget, and initiatives.
- 8.3.3 Implement the Complete College Georgia (CCG) Sub-Committee to provide leadership for the review of CCG, TCSG, and Local Data and for the formation, implementation, and monitoring of CCG Plans.
- 8.3.4 Research and implement survey/ evaluation software that will allow the greatest flexibility and meet the needs of SRTC assessments.
- 8.3.5 Develop surveys and evaluation tools for assessment at SRTC.
- 8.3.6 Identify and design data reports used in assessment at SRTC.
- 8.3.7 Complete Program Data Analysis as requested by the President.

**Strategic Objective 4:** Conduct business and industry surveys to identify needs for new and expanding programs and improvement needs for existing programs and services.

- 8.4.1 Complete Program Needs Assessments as identified by Academic Affairs, President, and/or PLC.

**Strategic Objective 5:** Maintain College administrative support, academic and student support, community/ public service, and program units on an ongoing basis.

- 8.5.1 Request funds for the fiscal year operational budget in the SRassist module: Annual Budget Plan to enable supervisors and the Budget Committee to make decisions on funding based on the requests of programs and units.
- 8.5.2 Request funds for improvement budget needs in the SRassist modules including: Equipment Requests, Special Project Budget Requests, and Personnel Requests to enable local administrators and the Budget Committee to make decisions on funding based on prioritized needs of programs and units.

## College Goal 9: Institutional Advancement, Marketing, and Public Relations

**LEAD PLANNER: Amy Maison ▪ Vice President for Institutional Advancement, Marketing, and Public Relations**

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

**Strategic Objective 1:** Enhance fundraising strategies in order to expand grant writing opportunities and the base of major-gift, planned giving, and annual-fund prospects.

- 9.1.1 Expand federal, foundation, and corporate grant submissions and opportunities.
- 9.1.2 Identify and build relationships with new donor prospects.
- 9.1.3 Develop internal giving campaign (each fiscal year).
- 9.1.4 Develop external giving campaign (each fiscal year).

**Strategic Objective 2:** Research and develop a strategy for conducting the next capital campaign.

- 9.2.1 Conduct research to develop SRTC capital campaign. [Completed: AY 2016]
- 9.2.2 Research to select a firm to assist with feasibility study.
- 9.2.3 Identify list of prospects, corporations, foundations, and individuals to increase fundraising revenue.

**Strategic Objective 3:** Expand scholarship opportunities through resource development.

- 9.3.1 Identify new donor prospects in seven county service delivery area.
- 9.3.2 Develop fundraising activities in each of the seven counties.
- 9.3.3 Develop “friend-raising” activities.
- 9.3.4 Recruit new donors to give to existing scholarships

**Strategic Objective 4:** Research resources to sustain and expand program offerings.

- 9.4.1 Research federal grant resources.
- 9.4.2 Research private foundation funding for specific programs or the development of new programs.

**Strategic Objective 5:** Enhance the image of Southern Regional Technical College as a high quality provider of accessible public education.

- 9.5.1 Develop marketing strategic plan to expand public relations and advertising.
- 9.5.2 Maintain relationships with all media contacts.
- 9.5.3 Develop and provide needed materials and to all faculty and staff members to increase visibility within service delivery area.
- 9.5.4 Design and develop cohesive and consistent marketing materials, promotional items, social media activities, web site, and all external publications to increase awareness the new SRTC.
- 9.5.5 Provide materials and support to high school coordinators, student navigators, recruiter, and faculty to increase visibility of SRTC within high schools and at other recruitment activities.

**College Goal 9 - Continued on Next Page**



**Strategic Objective 6: Increase Alumni contributions and promote alumni pride and participation.**

- 9.6.1** Develop SRTC Alumni Association (combine MTC & SWGTC graduates).
- 9.6.2** Promote enrollment in Alumni Association through web site.
- 9.6.3** Provide alumni pin and information to graduates at each graduation.
- 9.6.4** Develop alumni activities (developed by alumni association members).

**Strategic Objective 7: Increase community presence and visibility in Southern Regional Technical College's service delivery area.**

- 9.7.1** Develop marketing strategic plan to expand public relations and advertising.
- 9.7.2** Maintain relationships with all media contacts.
- 9.7.3** Develop and provide needed materials and to all faculty and staff members to increase visibility within the service delivery area.
- 9.7.4** Design and develop cohesive and consistent marketing materials, promotional items, social media activities, web site, and all external publications to increase awareness the new SRTC.
- 9.7.5** Provide materials and support to high school coordinators, student navigators, recruiter, and faculty to increase visibility of SRTC within high schools and at other recruitment activities.
- 9.7.6** Develop marketing strategic plan to expand public relations and advertising.
- 9.7.7** Maintain relationships with all media contacts.

**Strategic Objective 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.**

- 9.8.1** Develop marketing strategic plan to expand public relations and advertising.
- 9.8.2** Maintain relationships with all media contacts.
- 9.8.3** Develop and provide needed materials and to all faculty and staff members to increase visibility within service delivery area.
- 9.8.4** Design and develop cohesive and consistent marketing materials, promotional items, social media activities, web site, and all external publications to increase awareness the new SRTC.
- 9.8.5** Provide materials and support to high school coordinators, student navigators, recruiter, and faculty to increase visibility of SRTC within high schools and at other recruitment activities.
- 9.8.6** Develop marketing strategic plan to expand public relations and advertising.
- 9.8.7** Maintain relationships with all media contacts.