



# 2013-2014 Strategic Priorities

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*Craven Community College*

# 2013-2014 Strategic Priorities

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# 2013-2014 Strategic Priorities

## Overview

“Many Voices, One Vision: Craven 2015” was established in 2010 as the College’s strategic plan. Three Strategic Priorities guide the plan’s implementation; serve as the foundation for the annual institutional planning process; and operate as a reflection of the College’s Mission and Vision.

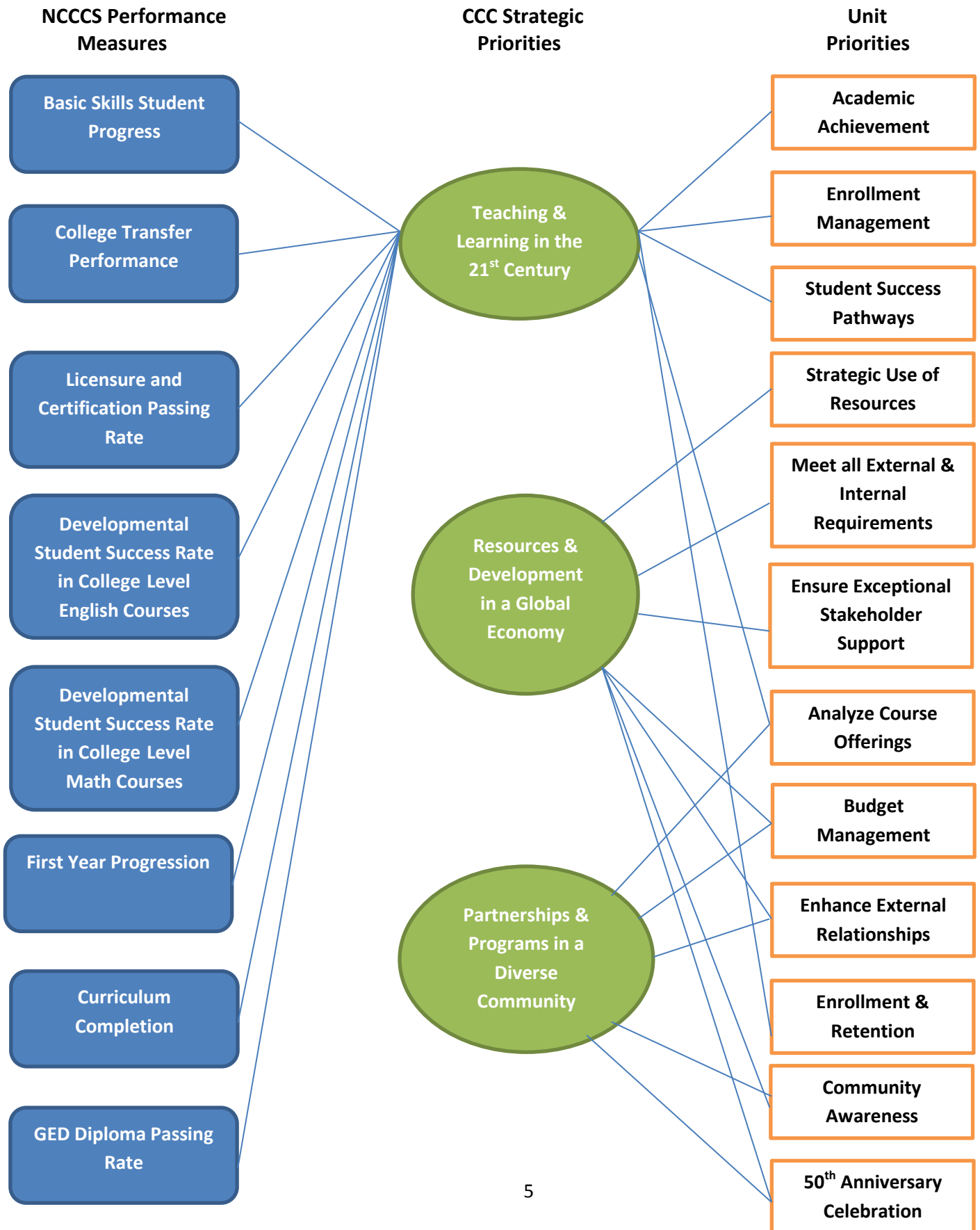
1. **Teaching & Learning in the 21<sup>st</sup> Century – Craven Community College will provide students with an engaging learning experience within and beyond the classroom.**
  - 1.1 Strengthen the student learning experience from entry to exit.
  - 1.2 Provide learners with enhanced opportunities for civic engagement and leadership development.
  - 1.3 Incorporate multicultural content and experiences into classes and co-curricular activities.
  - 1.4 Support alternative learning opportunities, technology usage and information literacy.
  
2. **Partnerships & Programs in a Diverse Community – Craven Community College will strengthen alliances and serve as a recognized catalyst for regional economic, social, and cultural development.**
  - 2.1 Identify and develop responsive programs and enhanced support systems to serve new and expanded markets.
  - 2.2 Position the College as the central focus for community cultural opportunities and for visual, applied and performing arts programming.
  - 2.3 Strengthen and expand partnerships with colleges and universities, K-12 schools and businesses and industries.
  
3. **Resources & Development in a Global Economy – Craven Community College will strengthen capacity through fiscal accountability, institutional advancement and resource development.**
  - 3.1 Support continuous professional development and recruit highly qualified and team oriented colleagues.
  - 3.2 Revitalize the College Foundation and secure federally-funded and private Foundation grants to address strategic priorities.
  - 3.3 Seek funding for implementation of the Facilities Master Plan for the New Bern and Havelock-Cherry Point campuses.
  - 3.4 Enhance physical facilities, infrastructure and landscaping that support “Going Green” systems to sustain the environment.

In compliance with SACSCOC Core Requirement 2.5, departments in each Unit, in the Spring of 2013, were asked to establish three goals for AY 2013-2014 that align with the College’s Strategic Priorities, Unit Priorities, and newly defined State Performance Measures. Additionally, departments were asked to prioritize their goals and identify relevant linkages with General Education Learning Outcomes, budgetary requests, assessment tools, and evaluation techniques. This report is a summary of the 2013-2014 goals for the four operational Units of the College.

# College Priorities Linked to Unit Priorities

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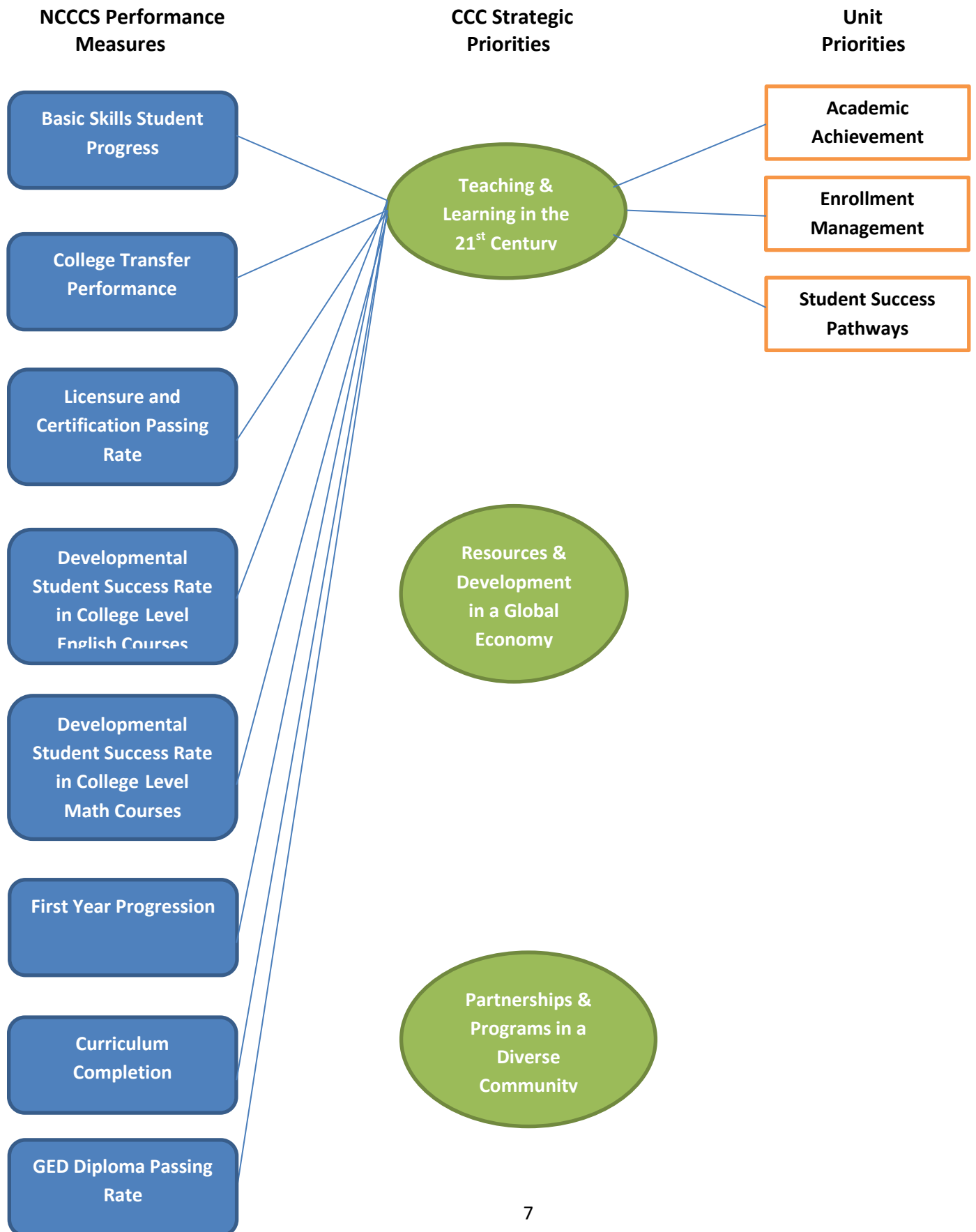
# Overview of State, College and Unit Linkages



# Learning and Student Success Unit Priorities

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# Learning & Student Success Unit - 2013-2014 Strategic Priorities



# Academic Affairs and Student Engagement Center 2013-2014 Priorities

## Center Priority #1

[P1] Enhance programs and partnerships within the community that will increase enrollment by 2% for AY 2013-2014.

## Center Priority #2

[P2] Increase student Fall-Fall and Fall-Spring retention rates by 5% from AY 2013-2014 to AY 2014-2015.

## Center Priority #3

[P3] Increase student participation in curricular and extra-curricular programs offered by the College by 5%.

## Department Goals

1. **Academic Skills Center** [P3] – Implement an outreach program designed to increase utilization of the Academic Skills Center by 5% in AY 2013-2014.
2. **Career/Transfer Center** [P3] – Increase the number of student who are aware and utilize Career/Transfer Center services and programs by 5% for AY 2013-2014.
3. **Distance Learning/Center for Teaching & Learning** [P1, P2, P3] Develop a comprehensive training program for online instructors that will result in increased engagement and enrollment in online programs.
4. **Enrollment Services** [P1] – Strengthen educational partnerships with Craven County Schools resulting in a 10% increase in enrollment of high school students from Fall 2013 to Fall 2014.
5. **Financial Aid** [P2] – Implement an enhanced Student Default Management Plan designed to reduce student default rates to below 10%.
6. **First Year Experience** [P2, P3] – Develop new activities and redesign current programs that assist first-year students in developing successful academic behaviors and that result in (1) 85% of first-year students successfully completing their ACA course in AY 2013-2014 and (2) a 5% increase in the number of students who participate in FYE events in AY 2013-2014.
7. **Godwin Memorial Library** [P3] – Increase library database and research guide usage by 10% over the previous academic year.
8. **TRiO Student Services** [P1, P3] – Partner with other departments within the Unit to create a proactive workshop series that addresses student college readiness to be implemented in Spring 2014.



## Career Programs Center 2013-2014 Priorities

### Center Priority #1

[P1] Increase Career Programs' Enrollment: 1) increase overall enrollment 8% during AY 2013-2014 and 2) increase the number of students enrolling immediately following High School by 5%.

### Center Priority #2

[P2] Increase Career Programs' Retention Rate: increase overall retention rates 5% during AY 2013-2014.

### Center Priority #3

[P3] Employ "Prepare the Workforce" measures to better prepare graduating students to meet local and regional employment criteria.

### Department Goals

1. **Business Programs** [P1, P3] – Work with community business and industry partners to improve employment and credentialing opportunities resulting in a 3% increase in enrollment.
2. **CJC/BLET** [P1, P2] – Use 21<sup>st</sup> Century technologies and theories to improve the quality of student learning resulting in a 3% increase in program enrollment and student retention.
3. **Computer Technology Integration** [P1, P2, P3] – Mentor students toward completion options within the CTI emphasis to result in a 2% increase in the number of degrees, diplomas, certificates and industry certifications awarded.
4. **Cosmetology/Esthetics** – [P2, P3] – Work with community business and industry partners to improve employment and credentialing opportunities resulting in a 2% increase in retention.
5. **Early Childhood** [P1, P2] – Use a cohort model with Saturday classes to help student progress through the EDU program in a timely and efficient fashion with a focus on early childhood literacy, resulting in a 2% increase in retention rate.
6. **Health/PE** [P1, P2] – Use 21<sup>st</sup> century technologies and theories to improve the quality of student learning resulting in a 2% increase in enrollment.
7. **Industrial Programs** [P2, P3] – Work with community business and industry partners to improve employment and credentialing opportunities resulting in a 3% increase in enrollment.
8. **Transportation Programs** [P2, P3] – Work with community business and industry partners to improve employment and credentialing opportunities resulting in a 2% increase in retention.

# Health Programs Center 2013-2014 Priorities

## Center Priority #1

[P1] Increase enrollment and retention within the Health Programs Learning Center by 10%.

## Center Priority #2

[P2] Implement the enhanced advising model for Health Programs to result in a greater than 80% satisfaction rate among faculty and students.

## Center Priority #3

[P3] Implement enhanced marketing strategies, focusing on electronic media to improve student satisfaction as evidenced by the Services Review data.

## Department Goals

1. **ADN/Health Programs**– [P2] Retention in the Associate Degree Nursing Program will be at or better than 50% in each admitting cohort by Spring 2014.
2. **Health Information Technology** – [P3] Increase student interest in the program, enrollment and retention by 10% in 2014.
3. **Medical Assisting/Health Programs** – [P1] Research the requirements and possible implementation of a Scribe Certificate for graduates of the MA program by 2014.
4. **Medical Office Administration** – [P3] Increase student interest and retention in the Medical Office Administration program by 10% in 2014.
5. **Medical Specialties WFD** – [P2] Increase enrollment and completion of two pathways in AY 2013-2014.
6. **Pharmacy Technology** – [P2] Increase enrollment and completion of full program to 20 students in 2013-2014.
7. **Physical Therapist Assistant** - [P1] Maintain cohort retention rate of at least 60% through one curriculum sequence.
8. **Practical Nursing** (Associate Degree Nursing) - [P2] Retention in the Practical Nursing Program will be at or better than 50% in each admitting cohort by Spring 2014.

## Liberal Arts and University Transfer Center 2013-2014 Priorities

### Center Priority #1

[P1] Improve student progress in Adult Secondary Low (ASE low) educational functioning level by 10%.

### Center Priority #2

[P2] Improve success of College Transfer Performance rate by 2%.

### Center Priority #3

[P3] Implement initiatives to improve success rates of students progressing from developmental math and English/reading classes to First Year math and English as represented in the department goals.

### *Department Goals*

1. **Basic Skills** - [P1] Improve student progress in Adult Secondary Low (ASE low) educational functioning level by 10%.
2. **Communication, Humanities and Fine Arts** - [P1, P3] Provide students with a strong academic foundation to improve success rates in First Year English classes by 8%.
3. **Math, Science and Social Sciences** - [P1, P3] Provide students with a strong academic foundation to improve success rates in First Year Math classes to meet the NCCCS system goal of 75.4%.

## **Office of Institutional Effectiveness 2013-2014 Priorities**

### **Priority #1**

[P1] To support student success, IE will work with faculty and administration to revise and implement existing GELOs and SLOs as well as the method of collection.

### **Priority #2**

[P2] To benchmark the productivity of the department as a way to support college endeavors: 1) fewer than 3% of reports will be returned for corrections each semester, 2) 100% of ad hoc reports to be submitted by the promised deadline each semester, 3) 100% of the monthly, SACSCOC, system office and IPEDS reports will be submitted to the appropriate departments by the required deadline and 4) the office will produce at least one (1) proactive, internal report per semester.

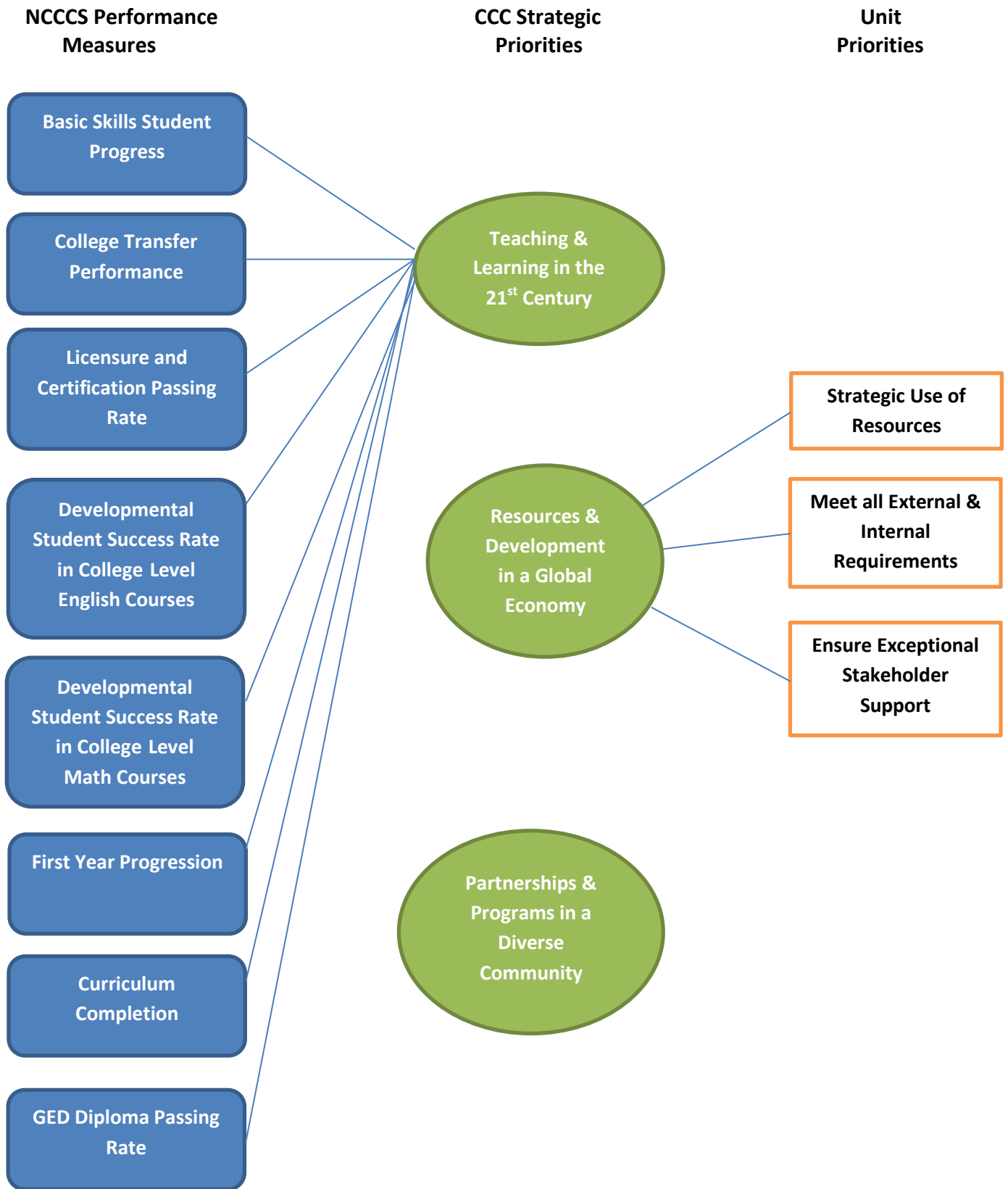
### **Priority #3**

[P3] To better collect, evaluate and report college-wide data, an annual, internal report called a Desk-Top Audit will be developed and implemented in the Spring of 2014.

# Administrative Services Unit Priorities

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# Administrative Services Unit - 2013-2014 Strategic Priorities



## **Administrative Services 2013-2014 Priorities**

### **Unit Priority #1**

[P1] Support technology usage by students through improving the wireless system and implementing a financial self-service system for student access to their account information.

### **Unit Priority #2**

[P2] Improve the radio programming to provide increased cultural opportunities and expand the listening base.

### **Unit Priority #3**

[P3] Develop a Facilities Five Year Plan for New Bern and Havelock-Cherry Point campuses which incorporate appearances as well as functionality and preventive maintenance.

### ***Department Goals***

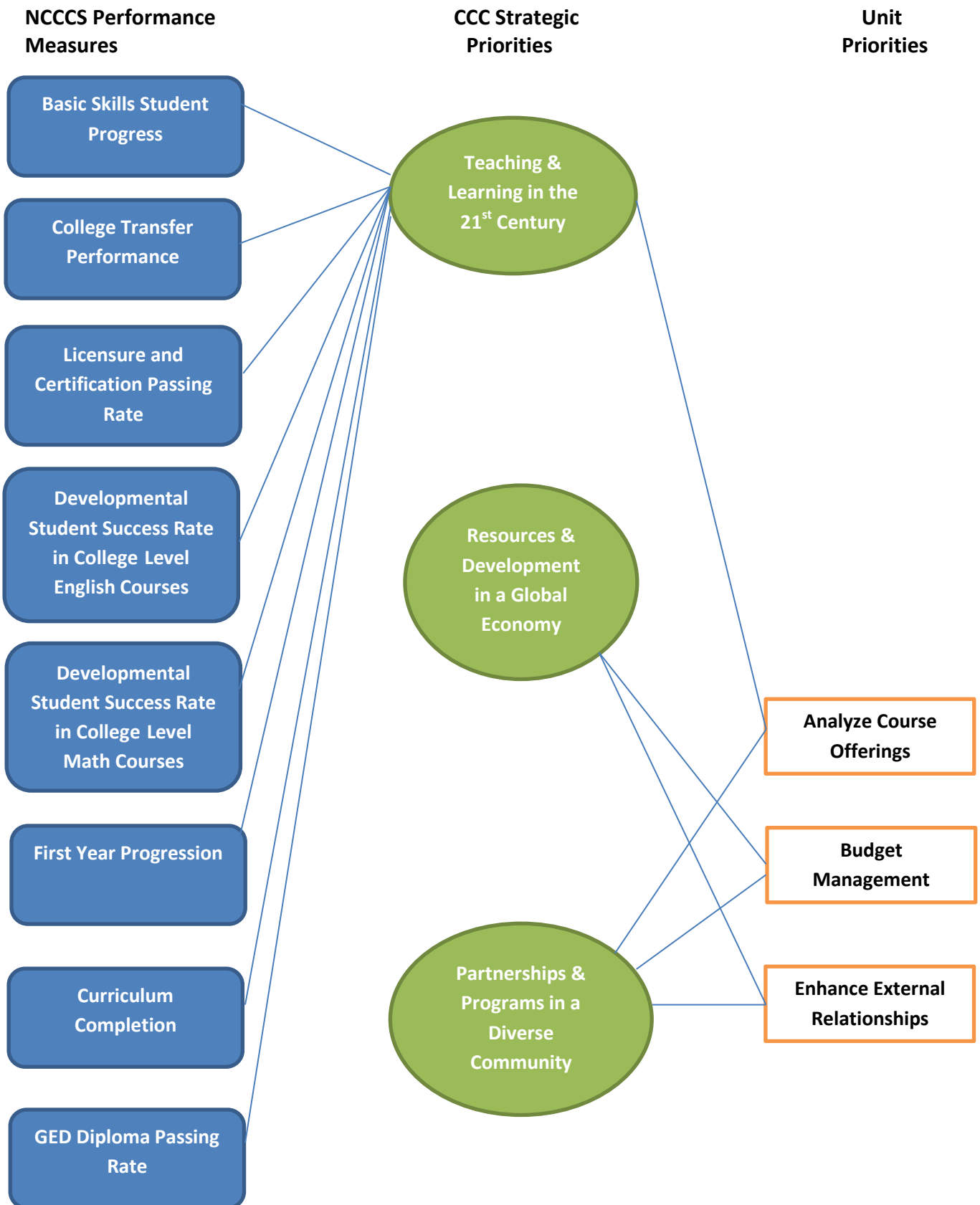
1. **Facilities/Safety/Sustainability** – [P3] Implement “Going Green” systems to sustain the environment and enhance physical facilities, infrastructure, and landscaping by Spring of 2014.
2. **Financial Services** – [P3] Implement a new web time entry and leave systems (web-based payroll systems) in Spring 2014.
3. **Human Resources** – [P3] Implement a New Applicant Tracking Systems to improve the processing of applications with fewer technical difficulties and create a training manual, complete with software training, for employees who serve on search committees in Spring 2014.
4. **Information Technology** – [P1, P3] Upgrade wireless system and create a marketing plan to inform students, staff, faculty, and guests of the new wireless network to be launched in Fall of 2013.
5. **Public Radio East** – [P2] Make programming changes to existing on-air programs to best meet the needs of the radio audience resulting in a 2% increase in the numbers of listeners.

# Havelock-Cherry Point, Workforce Development & Military Affairs Unit Priorities

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# Havelock-Cherry Point, WFD & Military Affairs Unit 2013-2014 Strategic Priorities



## **Havelock-Cherry Point Campus 2013-2014 Priorities**

### **Center Priority #1**

[P1] Increase overall campus enrollment by 6% during AY 2013-2014.

### **Center Priority #2**

[P2] Increase overall campus retention rate by 5% during AY 2013-2014.

### **Center Priority #3**

[P3] Increase community outreach through expanding current and new relationships with local business and organizations in the Havelock community.

### ***Department Goals***

1. **Academic Skills Center** – [P1] Support new faculty advising model with registering students in WebAdvisor beginning 7/8/2013.
2. **Institute of Aeronautical Technologies** – [P2] Research, develop and implement new programs in aviation to increase retention rates by 5% in AY 2013-2014.
3. **LAUT Faculty** – [P2] Provide students with a strong academic foundation to improve success rates in First Year English classes by 8% and success rates in First Year Math classes to meet the NCCCS system goal of 75.4%.
4. **MCAS Cherry Point Office** – [P1, P2, P3] Through participation at “Welcome Aboard” briefs, and other MCCS sponsored activities, increase awareness of the MAC to increase enrollment by 6% during AY 2013-2014.
5. **Military Affairs Center** – [P1, P2] Military Affairs Center will track growth of services provided at both Havelock-Cherry Point Campus and New Bern to show a 2-10% growth and begin laying a baseline for tracking retention from the date of the implementation of the Military Affairs Center in February 2013 to January 30, 2014.
6. **Student Services** – [P1, P2] Use 21<sup>st</sup> Century technologies and theories to improve the quality of student learning resulting in a 5% increase in program enrollment and student retention.
7. **Workforce Development** – [P1, P2, P3] Develop and implement a Basic and Advanced Robotics Program for Bosch Employees and the general public by the Fall of 2014.

## Workforce Development Learning Center 2013-2014 Priorities

### Center Priority #1

[P1] Increase overall enrollment within Workforce Development by 10% for AY 2013-2014.

### Center Priority #2

[P2] Increase Community Outreach through expanding current and future relationships with local businesses and organizations in Craven County.

### Center Priority #3

[P3] Increase overall self-support course delivery by 10%.

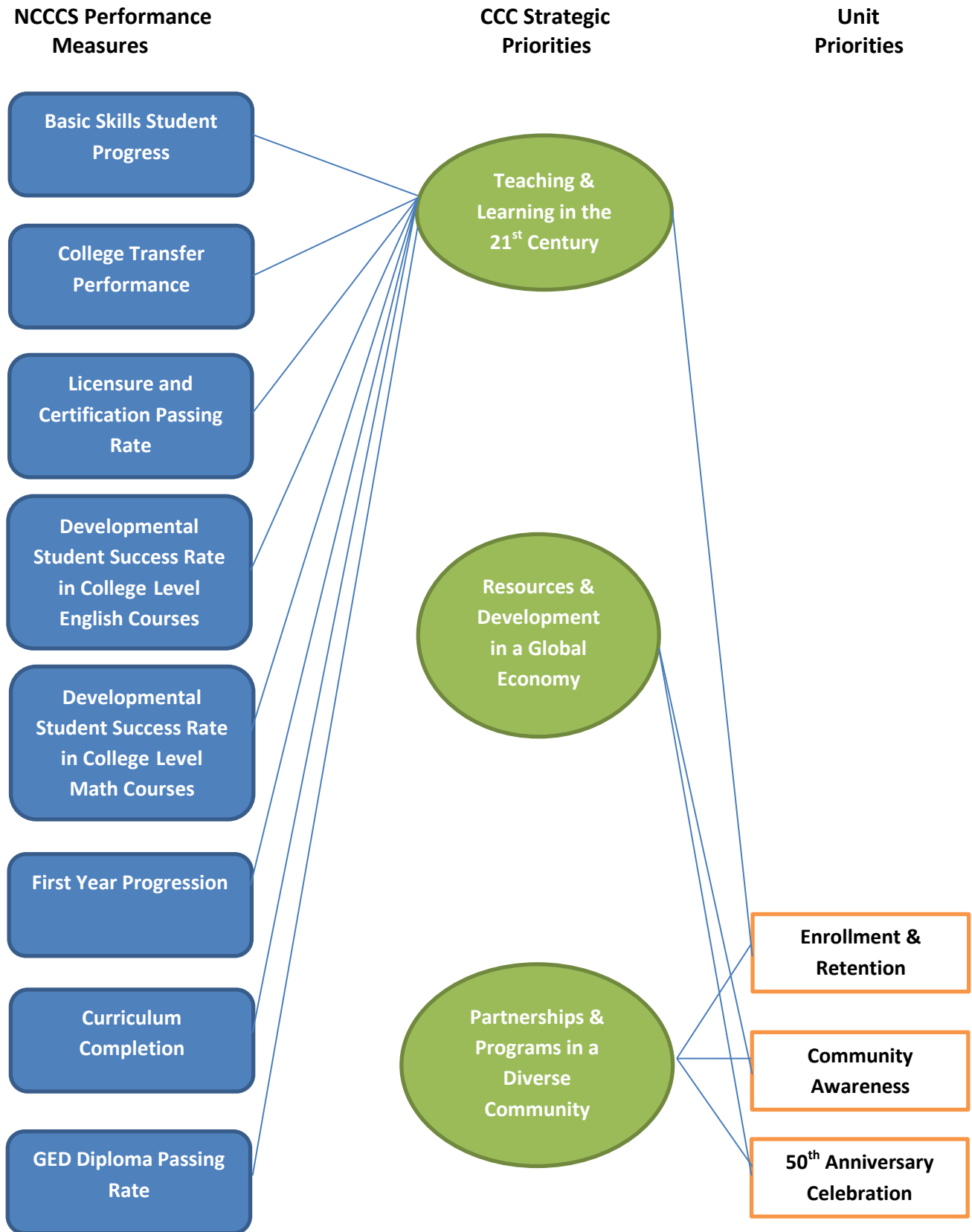
### Department Goals

1. **Business Information Technology** [P1, P3] – Increase enrollment by 8% for AY 2013-2014 within Ed2Go through new tier two innovative technology certification programs.
2. **Customized Training** [P1, P2, P3] – Provide customized training to current and new partners thereby increasing approved projects and enrollment by 10%.
3. **Emergency Medical Services** [P2] – Partner with Grant Programs to pursue opportunities to establish an EMS Academy in order to meet the growing demands for certified EMS personnel in Craven County.
4. **Fire Training** [P1, P2] – Increase options and enrollment for hybrid and online firefighting programs (both certified and non-certified) for regular and volunteer fire departments in Craven County by 10%.
5. **Human Resource Development** [P1, P2] – Expand new and current community partnerships to increase enrollment in the College's employability labs by 10% in AY 2013-2014.
6. **Law Enforcement** [P1, P2] – Increase course offerings by 12% thereby reducing costs and increasing revenue.
7. **Small Business Center** [P2, P3] – Increase partnerships with local businesses by 10% for AY 2013-2014 by enhancing awareness and enrollment in SBC workshops.

# Institutional Advancement Unit Priorities

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# Unit: Institutional Advancement - 2013-2014 Strategic Priorities



## **Institutional Advancement 2013-2014 Priorities**

### **Unit Priority #1**

[P1] Support the College's enrollment and retention efforts by executing a comprehensive marketing plan, increase Foundation fundraising for scholarships and solicitation of grants.

### **Unit Priority #2**

[P2] Increase community awareness of the College and increase participation in campus activities.

### **Unit Priority #3**

[P3] Organize a celebration to mark the College's 50<sup>th</sup> Anniversary in 2015.

### ***Department Goals***

1. **Foundation** – [P1, P2] Increase donor funding for scholarships by 2% for FY 2013-2014.
2. **Grant Programs** – [P1] Pursue two (2) federal grants in the Health Programs and STEM areas for AY 2013-2014.
3. **Marketing** – [P1, P2, P3] – Create a comprehensive marketing plan to increase community awareness and participation in campus programs and activities to be implemented by Spring of 2014.



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