

OUR MISSION

Craven Community College is a dynamic and responsive institution of higher education committed to improving and enriching individual lives and society through comprehensive, high quality and accessible learning opportunities that allow students to contribute and compete in a diverse and global community.

We provide:

- **Education**, training and retraining for the workforce, including basic skills and literacy education, occupational and pre-baccalaureate programs;
- **Support** for economic development through services to and in partnership with business and industry; and
- **Services** to communities and individuals which improve the quality of life.

The College fulfills its mission through:

- **Adult Education**, high school credentials, adult basic education, literacy and English language skills
- **Cultural, Citizenship and Community Enrichment** through activities, services, group travel and special projects improving the quality of life for the community
- **College Readiness Studies**, growth and development of academic and basic skills preparation for student acceptance into a curriculum
- **Economic/Workforce Development Education and Special Training**, customized courses designed for individuals, business, industry and military
- **Career and Technical Education**, career training and professional skills
- **Student Development**, support and enhance academic, career and personal skill development of students and ensure their success
- **University-Parallel Education**, baccalaureate programs and coursework for the freshman and sophomore years of an undergraduate education

OUR CORE VALUES

We proudly share these Core Values as the foremost principles which serve as a foundation to guide and direct our attitudes, behaviors and decisions:

■ Diversity

We recognize the dignity, worth and potential of all persons and proudly celebrate the rich diversity of our local and global community.

■ Integrity

We place fairness and honesty at the center of our teaching, services and operations, and uphold high ethical standards.

■ Learning

We revere learning and scholarship as transformational and multidimensional, and embrace education as dynamic, lifelong and limitless for all.

■ Quality

We set high and challenging standards for our personal, professional and organizational performance, and advocate continuous improvement.

■ Respect

We work together in a cooperative environment of civility, courtesy and humility.

■ Trust

We value honesty and transparency, and responsibly manage the capital, fiscal and human resources entrusted upon us by our citizens.



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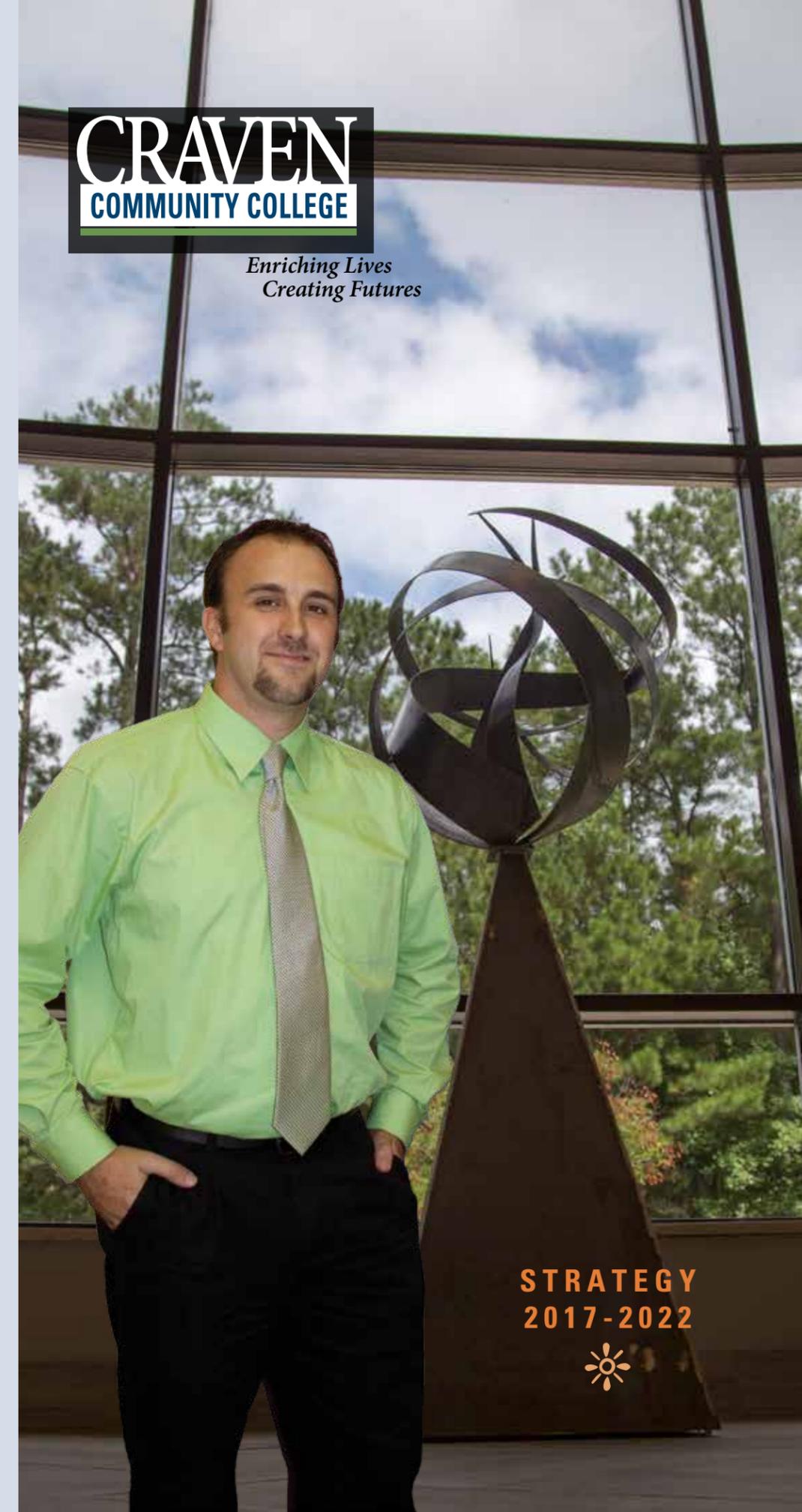
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CRAVEN COMMUNITY COLLEGE

*Enriching Lives
Creating Futures*



**STRATEGY
2017-2022**



TEACHING AND LEARNING

- **Conduct high quality and rigorous programs that are current and relevant to our community needs**
 - Regularly conduct and implement the results of Needs Assessments for university transfer, career, workforce development, health sciences and adult enrichment programs
 - Expand Distance Learning presence through all appropriate course offerings
 - Advocate the growth of Early College programs
 - Develop increased educational opportunities for high school age students to access the College's academic programs
 - Enhance programs that reach out to educationally disadvantaged populations; develop and sustain students for college-level program entry
- **Pursue marquee standing of select programs**
 - Achieve NLNAC accreditation of Associate Degree Nursing program
 - Pursue new national certifications of career and workforce development programs
 - Expand Veteran Administration recognition of workforce development programs
- **Construct the STEM Building**
- **Open the new Workforce Development center**
- **Promote growth opportunities in student writing skills in College curricula**
- **Improve the integration of general education curricula with Career and Health Science programs**
- **Align curriculum and workforce development programs to provide laddered credentialing**
 - Grow academic and career pathways via articulation agreements
 - Increase student apprenticeship opportunities



OUR VISION

We are Craven County's first choice for teaching and learning.



STUDENT-CENTERED EXPERIENCE

- **Improve student retention and completion**
 - Execute the Quality Enhancement Plan: Advising-Community-Engagement
 - Provide comprehensive quality Academic Support services
 - Implement "full service" support for online students
 - Integrate Curriculum and Workforce Development support
- **Provide exceptional service to students**
 - Optimize services available to students
 - Offer predictable and student-centered course scheduling
 - Improve responsiveness to student queries and requests
 - Develop online enrollment and payment back-office processes for Workforce Development and Adult Enrichment
 - Maximize technologies that enhance student experiences
 - Refine registration processes using a student-friendly perspective
- **Construct the "First Stop"**
 - Enhance student "first contact"
 - Streamline admissions processes
- **Utilize data-driven decision making**
 - Use assessment to inform continuous improvement
 - Track student progress via robust analytics
 - Implement the "data dashboard"



COLLEGE ENVIRONMENT

- **Maintain a culture of College-wide shared commitment to effective teaching and learning**
 - Ensure creativity is valued, where a failed initiative is perceived as a growth opportunity
 - Offer professional development and team building through the Center for Teaching and Learning for faculty and staff
 - Create a Job Center portal through the College's website
 - Provide appropriate and adequate resources across academic programs, instructional sites and delivery modes
- **Sustain the College as a great place to work and learn**
 - Facilitate a community, family based environment
 - Provide opportunities and forums for shared governance
- Promote health and wellness initiatives for faculty, staff and students
- Develop deeper understanding and buy-in of the College's policies, procedures and processes
- Maintain a safe, accessible, and esthetically pleasing physical environment that reflects the College's commitment to excellence in teaching and learning
- **Be reputed as an ideal employer within Craven County and North Carolina**
 - Advocate legislative initiatives that advance the professional interests of our faculty and staff
 - Recruit and retain high quality faculty and staff



COMMUNITY SERVICE AND ENGAGEMENT

- **Significantly increase the Foundation endowment**
 - Engage College alumni
 - Increase donor base breadth and long term commitments
- **Demonstrate engagement and commitment across community constituencies**
 - Maintain physical presence in historically underserved neighborhoods
 - Aggressively respond to emerging business and industry needs
 - Serve as community convener to build local partnerships
 - Expand the Adult Enrichment Program
- **Market the College strategically**
 - Establish a Master Marketing Plan
 - Market the College as "first choice" for teaching and learning
 - Promote a student-centered identity
 - Use assessment to improve marketing effectiveness
- **Engage local and state leaders**
 - Implement an annual legislative plan