2013 State Of The College
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A Message from the President

At no other time in the history of Snead State Community College has our importance to our community, our students and our employees been more critical. We have experienced challenges as many have throughout our service area, but we have also witnessed great achievement and perseverance.

We have become a destination college for many. We’re their first, and thereby their most important, step on their journey to a better future. Meeting the needs of students challenges us at the College to focus our attention on growing our services and abilities with student success always at the center of all we do.

We remain committed to three primary College goals to foster this growth: the College Completion Agenda, the Student Success and Career Center and the Arab Instructional Site. These three College goals are vital to the growth of Snead State, and as you review this report, you will see evidence of the commitment by the Snead State family to achieve these goals for the success of our students.

Dr. Robert J. Exley
President
Snead State Community College
## Sneed State

### At a Glance

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<tr>
<th>ENROLLMENT AT ARAB INSTRUCTIONAL SITE</th>
<th>ENROLLMENT AT SNEAD STATE</th>
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<tr>
<td>Fall</td>
<td>2,378</td>
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<tr>
<td>Spring</td>
<td>1,151</td>
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<td>Summer</td>
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### Financial Report

#### Revenues
- Student Tuition/Fees: 31%
- State Appropriations: 38%
- Federal/Other Grants: 1%
- Independently Funded Scholarships: 2%
- Auxiliary Enterprises: 2%
- Other: 2%

#### Expenses
- Instruction: 22%
- Academic Support: 4%
- Student Services: 13%
- Institutional Support: 12%
- Operations/Maintenance: 10%
- Student Aid: 8%
- Scholarships*: 4%
- Auxiliary Enterprises: 23%
- Other: 2%

### Average Credit Hours Per Student
- 12 Credit Hours

### Percent Credit Hours Taken Online
- 52 Percent
The Quality Enhancement Plan (QEP) is a new requirement for SACS reaffirmation since the College’s last reaffirmation in 2003. The QEP requirement states the institution must develop a Quality Enhancement Plan “that includes an institutional process for identifying key issues emerging from institutional assessment and focuses on learning outcomes and/or the environment supporting student learning and accomplishing the mission of the institution.”

Snead State began the process of identifying a topic in August 2011. A QEP committee was established to research topics. After surveys, focus groups and much discussion between the committee, College personnel and students, the topic that emerged was Student Success College Wide. This topic also supports the College’s strategic plan of a Student Success and Career Center that was adopted during last year’s Strategic Planning retreat.

The SACS on-site visiting committee approved the topic with four recommendations concerning the implementation and scope of the topic that the College is currently working on addressing. The College will submit the amendments to SACS by March 24, 2014, for their final approval. Once Snead gets final approval, there will be a campaign to promote the program College wide and throughout the community.
Achieving a new level of quality

The percentage of online classes taken by students prompted Snead State Community College to closely examine the quality of courses offered and the needs of students in what is offered.

The Online Learning Department has an enormous amount of work to do but has begun making some progress during the fall term. Workshops for adjunct faculty and full-time faculty were held before the fall term began to ensure all instructors were prepared to begin designing their courses for online delivery. A standard template of tools was created to ensure that students experienced consistency with their courses in the Blackboard Learning Management System. So far, feedback from students has been positive in regards to this consistency.

A big hurdle was addressed when the Banner system failed to work with Blackboard when populating fall term courses. For three weeks, the department was heavily involved with manual changes to Blackboard course enrollment to ensure that students were placed in the correct sections of courses in Blackboard.

Challenges include identifying a solution for automated reporting from Blackboard to Banner. The department has already begun researching possible solutions. Other challenges involve ensuring all faculty members are trained to effectively use the Blackboard LMS and are trained to ensure their courses are designed using high quality standards. Support and training for faculty will be an ongoing venture for the department.

Goals for the department include creating a Distance Learning Policies and Procedures Manual for Faculty and creating a Distance Learning Handbook for Students. The department has set a goal to increase the percentage of credit hour production of courses offered online. The department has also set a goal to increase the number of degrees/certificates offered via online learning.

The Director of Online Learning has set a goal to become certified in using Blackboard Administrative tools and will soon begin a three-week course to reach that goal.

The Online Learning Department supports students who are taking traditional, blended or online courses. This pertains to students at the Boaz campus as well as students at the Arab site.

The department has encouraged faculty to use the Retention Center in Blackboard to ensure that students who do not meet attendance expectations, do not submit assignments on time, or that fall behind the expected grade level of the course will be notified and encouraged to ask for assistance. This will hopefully help to retain those students who would otherwise drop their course.
ACHIEVEMENTS

Faculty and Staff

Snead State welcomes new employees to join the mission of providing excellence in education and working as part of the SSCC team to provide opportunities for success for students.

Mr. Chad Clayton is our new Electronics Engineering Technology instructor. He came to Snead from the private sector with more than a dozen years of experience working in military and automotive manufacturing and also has extensive experience training employees in a workplace setting. He is already working on an upgrade of all of the EET labs and on modernizing the curriculum to make it more attractive to both students and employers.

Ms. Millie Carroll joined the faculty of the Nursing program. She comes to Snead from Wallace-Hanceville, but is well known in the Sand Mountain area, having previously taught at Albertville High School. She has extensive experience as a nurse educator at the college level, and has also taught at Cleveland State Community College in Tennessee.

Mr. Dillon Dyer joined the Public Relations and Student Services Staff in a dual role. He serves as an Event Specialist, coordinating College sponsored events, and as a Student Recruiter, assisting with advising and student enrollment and retention. A graduate of Snead State, he earned a Bachelor’s degree from the University of Alabama.

Ms. Amanda Childress became Financial Aid Coordinator/Office Manager in August 2013. She is a graduate of Snead State.

Ms. Lesley Kubik became the Director of Admissions, Recruiting, and Student Support in 2013. She has previously served as a Career Coach and with the TRiO program at Snead State.

Mr. Matt Holaday is the new head coach for the Lady Parsons tennis team. He received two Bachelor degrees from Jacksonville State University and a Masters degree from the University of Alabama. He graduated from Guntersville High School. Prior to coming to Snead State, Coach Holaday served as the head coach for both boys’ and girls’ tennis teams for Guntersville City School and Madison Academy. He continues to teach at Guntersville Middle School.

Patti Morgan graduated from the Alabama Leadership Academy program. Ms. Morgan was also a presenter at the 2013 NACCS (National Association of Chicano Studies) National Conference in San Antonio, Texas, and a presenter at the 2013 ACCSHRM MA Conference in Montgomery.

Jason Cannon was elected by the Alabama Deans of Student Affairs Association (ADSAA) to serve on the Executive Team as a Board Member At Large.
Two of the Nursing part-time faculty members have completed their Master degree in Nursing: Ms. Rachel Bloodworth from the University of Alabama in Birmingham in August 2013 and Ms. Michelle Burgess Stuart from the University of Alabama in Huntsville in December 2013. Michelle is a SSCC nursing alumna from the class of 2006.

Snead Chief Academic Officer Dr. Jason Watts was selected to serve on the nationwide Board of Directors for the National Council of Instructional Administrators. NCIA is an affiliated council of the American Association of Community Colleges (AACC) and is committed to providing professional development for college administrators. The NCIA serves as a national voice for policy planning and decision making. As part of the NCIA Board of Directors, Dr. Watts will be helping lead a discussion of how Community Colleges utilize technology to enhance student completion at the annual meeting of AACC in Washington DC in April 2014.

Mr. Grover Kitchens, Mr. Barry Mayhall, and Ms. Cheri Colvin continue their doctoral work. Mr. Mayhall and Ms. Colvin are currently working on their dissertations.

Mr. Grover Kitchens, Dr. Jonathan Watts, and Dr. Karen Watts presented at the annual NISOD conference in Austin, Texas. Mr. Kitchens gave a presentation on ways he tries to make history “real” for his students. The Watts gave a joint presentation on how to incorporate Camtasia into both on-campus and online courses.

Mr. Matt Smart was accepted into the doctoral program at Sam Houston State University. He is focusing on Developmental Education.

Graphic Design and Website Specialist Ms. Miranda Collier received the Rising Star Award from the National Council of Marketing/Public Relations District 2 Council.

Biology Instructor Dr. Dustin Smith was named a winner of a Blackboard Catalyst Award for Exemplary Course Program, which honors members of the community who design and develop exciting and innovative courses that represent the very best in technology and learning. Dr. Smith has been with Snead State since 2010.

Dr. Amy Langley, Instructor of Nursing and Director of Health Science, was appointed by the National League for Nursing to serve as an NLN ambassador.

Director of Online Learning Mr. John Haney was appointed to the Alabama Consortium for Technology and Learning Executive Board.

Due to Snead’s Ready to Work Program being one of the most successful in the state and as an example to other programs, Director of Workforce Development/Arab Instructional Site Ms. Teresa Walker gave a presentation at the annual RTW training addressing the College’s efforts to transition students into college and/or employment.
Jennifer Marshall is a 2007 graduate of Snead State Community College with an Associate degree in Political Science. Jennifer transferred to the University of Alabama where she earned a Bachelor degree in Political Science in 2009 and a Juris Doctor in 2012. Jennifer became a member of the Alabama State Bar in September 2012 and spent her first year of practice as a Borchard Foundation Center for Law and Aging Fellow at the University of Alabama School of Law’s Elder Law Clinic. Jennifer currently works for the law firm Craige & Fox, PLLC in Wilmington, NC. Jennifer was scheduled to sit for the North Carolina Bar in February 2014. Jennifer has focused her law practice on Elder Law issues such as estate planning, Medicaid, Social Security and financial exploitation.

Erin Kelley was recognized at the regional Phi Theta Kappa convention as an Outstanding PTK Member in the state.

Brady Keel was recognized as the recipient of the 2013 James B. Allen Award at the 2013 Commencement ceremony.

Bria Dupree was recognized as the recipient of the 2013 Civitan “Best All-Around Student” Award at the 2013 Commencement ceremony.

The Lady Parsons Volleyball Team finished third in the District Tournament.

The Lady Parsons Tennis Team won its sixth consecutive state championship.

Seven Snead State students received the 2012-2013 NJCAA Academic Student-Athlete Awards: Alexandria Poole, Ethan Hunter, Lindsey Elrod, Bridget Fulks, Torrea Talton, Hannah Harris and Morgan Walton.

Three athletic teams were designated as a 2012-2013 NJCAA All-Academic Team - Tennis with 3.44 GPA, Softball with 3.32 GPA and Volleyball with 3.00 GPA.

After completing the Ready To Work Program, 69 students completed the training and received the Alabama Certified Worker certification. Twenty-five students have entered college to further their education. Thirty-nine students found employment.

Trent Hundley, a graduate from the Ready To Work Program, completed his Associate degree in 2013.

After completing the SSCC Ready To Work Program, Eric Green, a former Berry Plastics’ em-
ACHIEVEMENTS

Students and Alumni

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ployee who lost his job when the plant closed, received two Asso-
ciate degrees from Gadsden State
with a 3.92 GPA and is working at
TS Tech.

Daniel Williams of Crossville,
a 2008 Snead State Community
College graduate, is using his edu-
cation to teach at the TLC (Trinity
Learning Center) International
School in Dongguan, China. TLC is
privately owned by an American
family. Daniel teaches middle and
high school math. His students
come from all over the world
including Brazil, China, South Ko-
rea, South Africa, the Philippines,
Malaysia, Taiwn and the United
States.

Ashley Amberson of Boaz, a
fashion retail major at The Uni-
versity of Alabama, completed an
internship in New York City at Tod’s
(a luxury women’s brand). Ashley
graduated from Snead State in
2012. While at Snead, she was a
member of the Dance Team and
the Ambassadors.

Trey Packard of Rome, Ga., was
accepted into the Harrison School
of Pharmacy at Auburn University.
Trey’s long-term goal is to work in
a clinical setting at a research hos-
pital and one day own a pharmacy.
A 2011 graduate of Snead State,
Trey was also an Ambassador.

Cassi Upton of Boaz was also
accepted into the Harrison School
of Pharmacy at Auburn University.
She graduated from Snead in 2012
and was a Presidential Scholar.

Hanna Roberts of Boaz, an
apparel and textiles major at The
University of Alabama, interned at
Coach, Inc., in New York City. Com-
peting against students from across
the country, she had multiple
interviews in Tuscaloosa and New
York City to obtain such a compet-
itive opportunity. Hanna was an
Ambassador for Snead State while
attending in 2010-2011.

Rachel Williams of Susan
Moore was accepted to physical
therapy school at the University
of Alabama at Birmingham. After
completing the three-year pro-
gram, she will receive a doctorate
of Physical Therapy in December
2016. Rachel graduated from
Snead State in 2011. She was also
an Ambassador.

The Theta Iota Chapter of Phi
Theta Kappa Honor Society re-
ceived special commendation
during the Alabama Regional
Convention for fulfilling all require-
ments to be named a “Five Star
Chapter.”

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In its best showing ever, six players from the Snead State Community
College baseball team filled 14 spots on All-Conference teams in the
Alabama Community College Conference. Seven baseball players com-
mitt ed to continue their baseball careers at the next collegiate level of
play. Three have already signed early this year. Patrick LeCroy received
honorable mention as a 2013 NJCAA All-American Division I baseball
player.
ACHIEVEMENTS

Students and Alumni

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Members of the Phi Beta Lambda organization at Snead State Community College excelled at competitions held during the State Conference in Birmingham. Those students excelling at state competitions include John Burns of Fyffe – first place in Justice Administration; Zach Harrell of Guntersville – first place in Marketing Analysis and Decision Making; second place in Sports Management and Marketing; Destiny Allman of Springville, Dillan Reed of Arab, Taylor Fox of Grant, and Kevin Keenan of Crossville – second place in Parliamentary Procedure (team event); Allman – third place in Hospitality Management; Keenan – third place in Macroeconomics; and Megan West of Boaz – third place in Microeconomics.

Four students in the basketball programs at Snead State Community College signed and sealed their commitments to continue their play at the next level in May. The Alabama State Hornets picked up commitments from Snead State guard DeMarcus Robinson and forward Brandon Graham. Austin Watkins, a native of Decatur, signed with Fisk University in Nashville. Fort Payne’s Diamond Elston joined the women’s basketball team at Birmingham Southern.

Mr. Charles White, left, was congratulated by Snead State President Dr. Robert Exley, right, for receiving the 2013 Alumnus of the Year Award, presented by the Snead State Alumni Association in May. Mr. White graduated from Snead in 1948.

Dr. Stuart D. Noel, formerly of Boaz, was named the Academic Division Dean for English at Georgia Perimeter College in Atlanta. Dr. Noel served as interim dean at Georgia Perimeter for three years before accepting the permanent post on April 1, 2013. Also, he served as Chair of the Department of English from 2006-2010. The first of Dr. Noel’s four degrees was earned at Snead State. He graduated with an Associate in English in 1984. He earned his Bachelor’s degree from Auburn University and his Master and Ph.D. from Georgia State University. He has been working with Georgia Perimeter College since 1998.

Snead State Community College’s musical ensemble, the College Street Singers, earned a superior rating at the inaugural Alabama ACDA Show and Jazz Choir Festival.

Phi Theta Kappa inducted 184 new members during the 2013 academic year. Sigma Kappa Delta inducted 43 new members during the academic year. PTK is the honor society for two-year colleges. SKD is an honor society for students who excel in English courses.
ACHIEVEMENTS

Snead State Community College

GED
The GED paper-pencil test became no longer be available beginning January 2014, and Snead State was one of the first Pearson Vue certified sites in Alabama to give the computer-based test in January. The process for becoming a certified GED testing site began in May of 2012 with the designation and designing of a computer lab that met the Pearson criteria and the purchase of computers with specific specifications for the testing software. The process concluded in October 2013 after the Chief GED examiner completed extensive training on administering the test.

NURSING
The Health Sciences Department added a Birthing Simulator to the simulation labs with funds from a Region 2 Workforce Training Grant. An Appalachian Regional Commission Grant funded labor and delivery suite equipment. The equipment will allow for real-world scenarios for students to enhance their training and knowledge.

SOFTWARE IMPLEMENTATION
Snead State successfully implemented new administrative software called Banner. The software enhanced registration for students, provided better documentation of academic history, and implemented resources, such as DegreeWorks, to aid students in planning their course schedules and staying on track to earning a degree. Banner also made it possible for admission applications to be submitted electronically.

The Student Services Department is also using the National Student Clearinghouse, which provides for automated enrollment verification and deferment reporting, online degree verifications and enrollment verifications, and a Student Tracker to research the paths students take beyond graduation.

STUDENT SERVICES
A new algorithmic budgeting method was implemented prior to the beginning of the 2013-14 aid year centered around students’ cost of attendance. The new budgeting model is based on student enrollment and has COA tiers for students at less than half time, half time, three quarter time, and full time enrollment. Snead State was the first Banner school in the ACCS system to implement this improved method of determining a more accurate student cost of attendance.

WORKFORCE DEVELOPMENT
The Ready to Work program reported a 73.56 percent success rate, its highest to date. The previous success rate was 69.11 percent in 2012 and 71.15 percent in 2011. The program is offered in three locations with day and evening classes. The program received a $60,000 grant in 2013.

Those who completed the RTW program received tuition waivers for one three-credit-hour class. About 56 tuition waivers have been awarded, and RTW students have taken an additional 628 classes, which has generated about $267,528 in revenue.

About 102 Career Skills students completed training through classes such as Clinical Medical Assistant, Phlebotomy Technician, EKG Technician, Office Administration, and Welding Technology.

Two grants - one for $47,500 and $41,500 - were received for Welding Technology. A Virtual Reality Welding Trainer was purchased in January, and the second grant will fund weld stations and equipment to accommodate four additional students to the program’s enrollment.

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Snead served nine companies with the different training offered through the Training for Existing Business and Industry program. Enrollment for Snead State’s Continuing Education program, offered through an online partnership with ed2Go, was 179 students in 2013.

NEW PROGRAMS

During the Summer 2013, Snead State proposed its first new degree program in seven years. The proposed Business/Management Associate in Applied Science Degree program is designed for students who do not intend to get a four-year business degree. However, it is also designed so that most of the courses will transfer, meaning a student could receive the AAS and be just a few courses short of being ready to transfer in a four-year program.

A key feature of the program is its flexibility. Area employers have diverse needs, and the program is designed to accommodate students who wish to specialize to improve their job prospects or the chance they will qualify for a promotion. Students take a common core of Business courses and then choose two areas of specialization. Each concentration area itself will qualify students for a Short Term Certificate. Among the specialization tracks planned for the program are Business, Finance, Marketing and Logistics. Students may also choose to complete the short-term certificate in Child Development as one of their specialization areas. This marks the first time at Snead for a Short-Term Certificate option to count toward two separate AAS programs.

The program was approved by the Alabama Commission on Higher Education in December. During the Spring 2013 semester, Snead President Dr. Robert Exley created a task force to explore the addition of new career and technical programs. In addition to the new Business AAS, the task force recommended four programs for consideration in the next three-to-five years:

- Health Information Technology – A program designed to prepare students to work with electronic medical records to meet new requirements for record storage and security. This will be explored both as a separate program as an option within the College’s existing Office Administration program.

- Health Information Technology (CIS) – A program designed to meet the IT needs of medical facilities, centering on database management, data security, and Wireless Technology. This will be explored as both a new program option within the Computer Science Technology program and as a stand-alone degree.

- Hospitality Management – This program would be designed to prepare students to manage hotels and restaurants, but would likely include a limited Culinary Arts component as well. The College would seek partnerships with area businesses to place students for internships and on-the-job training. This program would also complement the Business AAS program by providing further opportunities for students to receive specialized business training.

PARTNERSHIPS

Last year, Snead State began offering Mathematics and English courses to students from across Marshall County at the Marshall Technical School. This year, the College expanded this partnership to add U.S. History and Child Development to the schedule.

The addition of Child Development is particularly exciting...
A CHIEVEMENTS
Snead State Community College

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because the MTS students are actually able to spend time in both of MTS’ on-site day care facilities. Snead State has provided the CHD students with laptop computers so that they can access the same high-quality online content as the rest of the students in Snead’s Child Development. Marshall Technical School has been a valuable partner and not only given space for teaching welding, but has also given Snead the opportunity to teach dual enrollment and Ready to Work classes at their facility. This year, Ready to Work classes have transitioned to evening classes because of requests and demand from students. Marshall Technical School students are using the welding equipment during the day and Snead’s students in the evening. This saves the state on duplication of equipment and a great way to partner with secondary schools.

Beginning with the Fall 2013 semester, students from Albertville High School were taking college classes on campus. This arrangement lets AHS seniors get the Complete College Experience while still in high school. Snead State has had a similar arrangement with Boaz for several years.

EVENTS

Last year, Snead State hosted more than 50 athletic events and approximately 45 events bringing students, alumni and the community to campus. The College also hosted several events sponsored by community entities, such as a 5K run by Hospice of Marshall County and the Alabama School of Gospel Music.

ALUMNI

The Alumni Association kicked off an on-going scholarship fundraiser. The Association is selling engraved brick pavers that will be installed around the gazebo area between the Student Union Building and the Administration Building. The Alumni Walk project kicked off in May, and by the end of 2013, the project raised $4,815 for the scholarship fund.

NEW STUDENTS

Parson Days were held July 15-26. Each session was limited to 50 students, and the students used the new Banner system to register. Over 650 students attended. The students were able to meet with Student Services staff, faculty and student leaders as they learned about building a course schedule, registering for classes, applying for financial aid and getting involved in on-campus activities. Students were also introduced to the College Completion Initiative and earning their Associate degree before leaving Snead State.

Once the fall semester started, workshops were also held to address topics important to new College students such as time management and study skills.
Arab Instructional Site

Snead State has made a commitment to expand educational offerings at the Arab Instructional Site. The expansion of the Arab Instructional Site to date has included renovations to the facility, and enrollment continues to grow.

From Fall 2012 to Fall 2013, enrollment at Arab has increased by 14.3 percent in head count and 13.1 percent in credit hour production.

Arab Site Director Teresa Walker and CAO Dr. Jason Watts worked this year to expand and fine-tune the schedule at the Arab site to expand the availability of high-demand courses, so that students who wish to take courses there can get as close to completion as possible.

Also, as of Fall 2013, two full-time instructors now teach at the Arab Instructional Site. Ms. Terri Narrell now teaches English and Speech at the Arab Site, and Ms. Meredith Jackson teaches Accounting and Economics. Also for the first time, Political Science was offered at the Arab Site, and the offering was a success.

Starting in Fall 2013, students can now take courses in Arab that lead to a General Education Associate Degree with the inclusion of some online classes.

Workforce Development courses and the Ready to Work program continue to be successful at Arab.

Significant progress was made to help Arab become a more full service site. Students can now apply for admissions and have their required documents entered from the Arab Site. In addition to applying for admission, the students can review the status of their application, change major, apply for financial aid, register for courses and pay tuition and fees online using the computer lab in Arab.

Two employees at the Arab Site are trained to advise and assist students with questions about the registration process.

Technology continues to be a priority for improvement to the classrooms at the Arab Site. Wacom tablets have been added to two classrooms, and two projectors have been installed. Additional technology will be added in the coming year to equip the classrooms with this standard set up.

The site includes a large meeting space that is used by the College and the community. Improvements to the space include a ceiling mounted projector, sound system and a retractable screen.

Objectives

- Define the identity and offerings of the Arab Instructional Site.
- Provide adequate resources and services.
- Increase community awareness.
- Cultivate industry and university partnerships.
STRATEGIC PRIORITIES

Student Success and Career Center

The Student Success and Career Center is located on the top floor of the McCain Building. The services within the Student Success and Career Center were expanded to create a one-stop shop for students who need assistance with one of the following areas: Admissions, Records, Financial Aid, Advising, Registration, Testing, Campus Engagement, Student IDs and Parking Permits, and Business Office/Cashier.

Efforts have continued to be made to streamline the operation of the Student Success and Career Center including:
1. Front desk staffed; signage
2. Focus on customer service
3. Expanded career services
4. Bulletin boards with special emphasis

Student Services is the core of the Student Success and Career Center; everything that we do affects the Student Success and Career Center.

Objectives

- Create a comprehensive, professionally staffed student learning/tutoring program.
- Implement a comprehensive career counseling program.
- Develop and implement a College advising philosophy.
- Create positive relationships for students that promote self-advocacy.
Snead State adopted the national College Completion Agenda. Although no two-year school in Alabama provides better preparation for a four-year university than Snead State, too many Snead students transfer without first receiving a Snead degree. An Associate degree from Snead State not only leads to higher income over time but also to a higher chance of success at a four-year college.

The College began a campaign called “Finish What You Start” as a way to encourage students to not just take classes but commit to earning their Associate degrees. The campaign correlated with marketing materials developed through Phi Theta Kappa, one of the key educational organizations to initially sign onto the College Completion Agenda. The Finish What You Start campaign featured the success stories of Snead State alumni, who also described the value of a Snead State education in pursuing their respective careers.

Since implementing the Finish What You Start campaign, the College has had an increase in the number of Associate degrees awarded. During the 2012-2013 academic year, the number of degrees awarded totaled 427, a 72 percent increase over those awarded in 2008-09.

The College Completion Agenda and the Finish What You Start campaign has led the College to continue both initiatives and to continue incorporating the success of alumni in illustrating the value of a Snead State education.

All of the areas of the College support the College Completion Agenda in a variety of ways, including the following:

2. Displayed College Completion Banners signed by students in the Student Success and Career Center.
3. Focus on DegreeWorks to develop a plan for completion.
4. Focus on average student course load, which has increased over the last year, to ensure students stay on track to earning their degrees.
5. Encouraging SSCC graduation before transfer.
6. Added a statement in scholarship waiver agreements that scholarships are intended for those who plan to graduate from SSCC. Agreements also mandate students register for at least 15 semester credit hours each fall/spring semester.
7. Emphasized completion with athletes, and the program has a 68 percent graduation rate.
8. Emphasized with the Ready to Work program, and 12 completers continued to earn degrees or certificates in 2013.
STRATEGIC PRIORITIES

Goals

1. Launch a Capital Campaign to aid with funding critical needs of the College.
2. Implement a new scanning system in Banner to incorporate a paper-free student records system for better efficiency.
3. Establish a system for sending student transcripts electronically.
4. Implement and support the College Quality Enhancement Plan, including the implementation of an Early Alert System.
5. Continue to expand career services for students.
6. Provide Veteran services and increase the number of Veterans enrolled.
7. Improve recruiting efforts for non-traditional students.
8. Continue to increase the number and percentage of students who graduate and transfer.
9. Continue awareness of the College Completion Agenda on-campus and throughout the community.
10. Enhance the College’s distance education program to increase enrollment and student retention and to improve quality of the services offered.
11. Continue to provide opportunities that will engage students, employees, alumni, and members of the community in support of Snead State Community College.

Challenges

1. Addressing staffing needs in all areas of the College that develop from continued growth.
2. Renovating/updating facilities to provide adequate learning environments for students.
3. Availability of funding to aid students in receiving a quality education or job training.
4. Addressing time demands and managing workloads for employees in areas that are involved in multiple time-intensive projects.
5. Addressing the decline in dual enrollment due to an increased emphasis of advanced placement courses at secondary schools.
6. Operating efficiently in light of budget cuts without limiting services or the quality of instruction.
Mission

Snead State Community College, a member of the Alabama Community College System, is dedicated to excellence in meeting the educational needs of those we serve through the completion of degree and certificate programs, workforce development and community engagement.

Core Principles

Snead State strives to exemplify the following principles in all areas of the college:
- Accessible/Responsive
- Honest/Communicative
- Compassionate/Nurturing
- Innovative/Broadminded
- Intellectual/Excellence

Planning Assumptions

The Executive Team also outlined five planning assumptions concerning the College:
1. The College will continue to make significant investment in quality improvement and institutional effectiveness by generating and implementing good, data-driven decisions.
2. Partnerships with relevant stakeholders will remain critical for the health and growth of the college – business and industry, K-12, higher education, nonprofits and government agencies.
3. The College must find ways to meet the increasing cost of the technological infrastructure required for excellence.
4. We can expect to see a continual increase in the number of under-prepared students attending Snead State Community College and perhaps in the severity of their under preparedness.
5. We will remain a primary point of entry into higher education for a significant number of students desiring to achieve a four-year degree.
Snead State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (1866 Southern Lane, Decatur, Georgia 30033-4097, 404-679-4500) to award the associate degree.

P.O. Box 734, Boaz, AL 35957
(256) 593-5120
www.snead.edu

It is the policy of the Alabama State Board of Education and Snead State Community College, a postsecondary institution under its control, that no person shall, on the grounds of race, color, disability, sex, religion, creed, national origin, or age, be excluded from participation in, be denied benefit of, or be subjected to discrimination under any program, activity or employment.