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.
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President’s Page

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.

The struggling economy combined with the increasing cost of higher education has many students starting and/or completing their education at community colleges like Snead State. Meeting the needs of these 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, 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

Dr. Exley with the 2012-2013 Presidential Scholars
**President’s Cabinet**

- **Dr. Annette Cederholm**
  Associate Dean
  Institutional Planning and Research

- **Mr. Mark Richard**
  Chief Financial Officer

- **Ms. Teresa Walker**
  Director
  Community Education, Interim Director
  Arab Instructional Site

- **Mr. Randy Maltbie**
  Chief Information Technology Officer

- **Ms. Shelley Smith**
  Director
  Marketing and Public Relations

- **Mr. Jason Cannon**
  Vice President
  Student Services

- **Dr. Jason Watts**
  Chief Academic Officer
Snead State started the spring semester with 2,242 students enrolled taking a total of 23,965 credit hours.

The Larry Gatlin Benefit Performance raised more than $10,000 for the Jennifer Garmany Hallmark Scholarship Fund.

Snead State held its Spring Commencement Ceremony with more than 200 students participating.

The Summer Semester had 1,191 students enrolled taking 8,237 credit hours.

New students to Snead in the fall participated in the orientation called Parson Days.

Snead State honored the first Professor Emeriti, Dr. Bobbie Glassco and Mr. James Lambert, during the Rededication Service for the Administration Building.

The Gerhart Chamber Music Festival was successfully the first event held in the newly renovated, newly reopened Fielder Auditorium.

Public Relations Assistant Miranda Collier was the fourth SSCC employee to win the ACCS Chancellor’s Awards.

Snead State finished the year hosting more than 30 events to which the community was invited and about 50 athletic events.

Snead State hosted College Goal Sunday on Saturday to help students with completing the FAFSA financial aid paperwork.

Events held on campus included Alumni Homecoming spotlighting the graduates of the 1960s, the Marshall County Career Expo and the Community Wind Band Concert.

The first Jennifer Garmany Hallmark 5K Run raised another $10,000 for the scholarship fund.

For a second year, Snead State offered IMPACTSEED, a grant-funded program to aid high school teachers in learning new and cost-effective ways to engage student learning in physics and chemistry disciplines. About 28 teachers participated.

Snead State held its Spring Commencement Ceremony with more than 200 students participating.

The new Sigma Kappa Delta English honor society inducted 22 students during the inaugural induction ceremony.

The resurrected Community Choir presented Handel’s “Messiah” for the fall performance.

Snead State received the NCIA Exemplary Initiative Award in the Student Access, Persistence and Completion category for its Finish What You Start campaign targeted at increasing the number of Associate degrees awarded.
Accomplishments

NEW PROGRAM - Nursing Assistant/Home Health Aide

During 2011-12, Snead State launched a short-term certificate program in Nursing Assistant/Home Health Aide (NAS). It is a 10-semester hour program designed to prepare graduates for entry-level employment in health care, typically at a nursing home or other long-term care facility. The program prepares students to become Certified Nursing Assistants. Of the 11 students who were in the first class, seven graduated.

PARTNERSHIPS

The NAS program was also the beginning of a very exciting new partnership. For the first time, Snead State is offering Dual Enrollment classes at Marshall Technical School. In Spring 2012, the College added a portion of the Nursing Assistant/Home Health Aide program at the site. The students took the class online but had classroom support from a qualified instructor. Those students then completed the course in a clinical setting over the summer, and the seven completers all had job offers upon completion. During the Spring 2012 term, the College created a partnership with the Marshall County Schools to offer academic coursework at Marshall Tech for the first time as well beginning Fall 2012, with students from Asbury, Douglas, Brindlee Mountain, and Guntersville taking the classes. Talks are already underway to expand this partnership further and also include other high schools.

Although the partnership is in its early stages, its potential is great. In the long term, the partnership with Marshall Technical School could develop into one such that a student could receive an entire degree or certificate at MTS. There are several ways to do this, including a very promising program called “Early College High School,” which enables students to earn an Associate Degree and high school diploma simultaneously.

At this point, the partnership between Snead and Marshall Technical School is probably the only one of its kind in the state. Marshall Technical School has provided space to teach a new welding training program through the Workforce Development Division. This partnership has given Snead opportunities to teach, not only welding, but also dual enrollment and Ready to Work classes at that facility as well.

The WFD welding classes began in September. The current equipment can accommodate 12 students, but the WFD has applied for grants to provide additional equipment so more students can take advantage of the program.

COLLEGE-WIDE TECHNOLOGY UPDATES

The Information Technology Department led the implementation of the Banner Enterprise Resource Planning System, which involved the participation and teamwork of multiple departments campus-wide. This project involves every area of the College and requires a high degree of communication and cooperation among all of those involved. In addition to managing and providing leadership for the project, Information Technology was responsible for the installation and configuration of two large storage area networks and 22 Redhat Linux servers to support the implementation. IT staff also embraced the opportunity to acquire new skills in support of the project such as Oracle Database Administration, Argos reporting,
Accomplishments

The IT Department converted more than 2 million records from Alliant into the Banner ERP system with minimal data cleanup required of the user community. This is in addition to providing support for approximately 600 college owned computer systems, 50 servers, four storage area networks, as well as wired and wireless networks supporting approximately 2000 users. Information Technology also provides first line support for all software systems utilized at the College such as Banner ERP, Microsoft Exchange, Blackboard, Argos, Oracle, and Active Directory.

The registration portion of the Banner system went live in the summer 2012 in time for the critical fall registration period. The Student Services Department worked with students on using the new mySnead, which replaced the SSCC Online program students previously used.

The team approach used in the implementation of Banner carried through in the planning of first-time student orientation, otherwise known as Parson Days. This year, SSCC had the largest participation in its Parson Days history with 706 students attending.

The Banner system creates the concept of a “Unified Digital Campus.” This enables constituents of the College to access, share, and act upon information in real time from a variety of sources through one user interface. Students are able to accomplish any necessary task from checking email to submitting an online assignment to registering for courses from within the Luminis portal interface. Administration and faculty have access to key information quickly and easily from a single source to facilitate better informed decision making. Business processes have become more efficient through automated workflows that can reach across various systems to aggregate data and through the use of digital document management.

INSTRUCTIONAL TECHNOLOGY UPDATES

During 2011-12, the College added new WA-COM tablet monitors to the English building, the Weathers building, and the Arab site. These monitors allow instructors to draw on the screen and save the content to PowerPoint, which can later be posted to Blackboard or emailed to students. More classrooms than ever are now equipped with Camtasia Relay, which allows for the creation of streaming video content for addition to online courses.

Snead State is also seeking to get back to the leading edge of online instruction. The College also adopted for the first time a set of standards for online courses. The Social Science division is now planning to add Camtasia video content for the first time, and the Humanities division is exploring doing the same for English classes.

EMPLOYEE ACCOMPLISHMENTS

Dustin Smith completed his doctoral work, and a number of others are pursuing doctoral work, including Barry Mayhall, Grover Kitchens, and Cheri Colvin. Grover Kitchens received a fellowship to attend professional development in New England during Summer 2012.

Greg Randall and John Haney worked to achieve a special designation for our Computer Science Technology program. The National Security Administration (NSA) and the Committee on National Security Sys-
Accomplishments

tems have designated Snead’s CIS program for “Level Entry” and “Network Security.” Snead students are now eligible for scholarships from the US Department of Defense and for job placement in DoD network security careers. Snead is the first community college in Alabama to receive this designation, and only one of eight in the United States.

Public Relations Assistant Miranda Collier became the fourth employee to receive the Alabama Community College System Chancellor’s Awards. Mrs. Collier received the 2012 award in the Support Staff category. Other nominees for the Chancellor’s Awards were Johnny Brewer and Grover Kitchens in the Faculty category and Paige Trussell in the Administrator category.

Brittany Goble, Dustin Smith, and Jason Cannon participated in a conference in Cincinnati, Ohio, on “First Year Experience for Community College Students.” Material regarding the five areas of under-preparedness was brought back to the campus for discussion.

Snead State was selected as a Military Friendly School by GI Jobs Magazine.

The Public Relations Office received two Pyramid Awards, given by the Alabama Community College System Public Relations Association, and two bronze Medallion Awards, presented by the National Council of Marketing/Public Relations. The awards were given based on work by the Public Relations staff in regard to event planning, design of publications, and advertising.

Five new instructors in the disciplines of English, music, art and nursing were added to the Snead State faculty. Two new accounting assistants were hired in the Business Office, and two new coaches were added to the staff for women’s volleyball and men’s basketball. Dr. Jason Watts accepted the role of Chief Academic Officer after the retirement of Dr. Larry Miller, and Dr. Annette Cederholm, a member of the English faculty, assumed the role of Associate Dean for Research and Planning vacated by Dr. Watts.

Director of Grants Development Melissa Rice was elected president of Council for Alabama Resource Development.

Director of Religious Studies Dr. Jonathan Watts was awarded the Professional Excellence Award from Southern Wesleyan University.

STUDENT ACCOMPLISHMENTS

Trent Hundley of Guntersville, a member of the Parsons Basketball Team, shared his story during an Alabama State Board of Education work session, telling board members about how he had to withdraw from Snead State years ago for personal reasons but was able to return after successfully completing SSCC’s Ready to Work program. A video of Hundley’s story was also shared during the Alabama Community College Association Conference in November.
Presidential Scholars attended a two-day leadership retreat at Berry College in Rome, Georgia, that included a ropes course. Presidential Scholars took a learning trip to Washington D.C. Participants received college credit.

Snead State selected four students to attend the ACCS Leadership Day at the State Capitol in Montgomery. The students experienced interactions with state Senators and House of Representatives.

Phi Theta Kappa (PTK) received a 5-Star Chapter Award, a Pinnacle award, and an award for its Honors in Action project.

The following student organizations were chartered: Gay-Straight Alliance, History Club, Snead State Campus Ministries, Snead State College Democrats, and Snead State College Republicans. The Pan Latino Club was re-activated under the leadership of Patricia Morgan and has become one of the larger organizations on campus.

ATHLETIC ACCOMPLISHMENTS

In 2012, Snead State hosted more than 50 athletic events involving all sports - basketball, volleyball, baseball, tennis, and softball.

The Snead State Community College baseball team made their first-ever Alabama Community College Conference playoff appearance in May after completing a record 28-25 regular season and going 15-18 in conference play.

Former Snead State Community College student and then Alabama-Huntsville shortstop/third baseman senior Grant DeBruin was named the Gulf South Conference Baseball Player of the Week in February.

Snead State Community College’s Tennis Team took home its fifth consecutive state championship title in April at the Alabama Community College Conference Region XXII Tournament.

Twelve Snead State students received 2011-2012 NJCAA Academic Student-Athletes Awards. Eleven of Snead State’s NJCAA Academic Student-Athletes graduated with their Associate’s degree in May.

Three Snead State athletic teams were named to the 2011-2012 NJCAA All-Academic Team. All three teams were in the academic top 10 in their respective sports in the NJCAA. The Lady Parsons volleyball team finished the season ranked third academically in the NJCAA. The team had a combined grade point average of 3.57. The women’s tennis team came in sixth in the nation academically with a combined grade point average of 3.50. The softball team had a GPA of 3.48 and finished the year ranked ninth.
Within the last five years, Snead State Community College has addressed many facility needs that have followed the standards and goals outlined in the Campus Master Plan, developed in the Fall 2008 with the help of Krebs Architecture Firm out of Birmingham. Since the development of the Campus Master Plan, the College has:

- Completed the renovation of the Norton Social Sciences Building ($1.4 million)
- Demolished Pfeiffer Hall; Added additional parking; Improved drainage problems ($300,000)
- Completed construction of Lady Parsons Softball Field; Improvements to drainage problems; An additional parking lot at gym ($1,100,000)
- Renovated the Administration Building ($7 million)
- Renovated and replaced/added new furniture for the McCain Student Success and Career Center ($300,000)
- Acquired eight homes, congruent to College property including the Alumni House ($400,000)
- Established a centralized Data Center ($400,000)
- Installed additional fiber optic infrastructure ($100,000)
- Improved lighting and sidewalks ($175,000 grant)
- Made significant progress with improving energy efficiency by replacing HVAC and lighting in the Weathers Business Building, the Bevill Center, the English Building, the Student Union Building, the Music Building, the gym; and the Art Department and Cafeteria building; grant will be completed in February 2013 ($500,000)
Then and Now...

Aerial View from around the 1970s

Aerial View from 2012
Revenue Sources

Like any comprehensive community college, Snead State Community College relies on a mixture of revenue sources combined with an effective mix of relevant products and an aggressive management of resources to maximize efficiency.

Academic Products

LOW-COST STANDARD PRODUCTS - 78.7% of credit hours

Transferable degree programs featuring mandatory general education core courses and credits including dual enrollment partnerships.

HIGH-COST SPECIALIZATION PRODUCTS - 12.6% of credit hours

Career and Technical degree and certificate programs and credits including health careers.

LOW-COST REMEDIAL PRODUCTS - 8.86% of credit hours (Fall 2011)

Non-transferable, Pell-eligible developmental courses.

VARIABLE-COST EDUCATION AND TRAINING PRODUCTS - $246,000 in revenue (2011-2012)

Primarily non-credit bearing workforce education for business and industry.
Expenses, Assets and Appropriations

*Includes allowances and Pell grants.*

**Net Assets**
*(Fund Balance/Net Worth)*

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Expenses, Assets and Appropriations

Auxiliary Enterprise Revenue

- Bookstore: $249,521
- Residence Hall: $290,185
- Vending: $6,364
- Food Services: $107,114
Snead State Community College Profile

STUDENTS
- Median Age: 20. About 62 percent are 21 or younger. About 20 percent are 30 or older.
- Gender: About 63 percent are females. Among the students age 30 and older, 77 percent are females.
- Ethnicity: Approximately 91 percent are white with 5 percent Hispanic, 3 percent African-American, and 1 percent other. The ethnic group that is more rapidly growing is Hispanic.

EMPLOYER/CONSUMER PROFILE
- Employs 125 people (both full-time and part-time) from the community. Of those 125 employees, 50 are graduates of two-year colleges, 48 are products of the Alabama Community College System, and 40 are Snead State graduates.
- Expends $8,960,000 through payroll and $4,012,000 through vendor payments.
- Spends $9,226,000 through scholarships/tuition waivers and other financial aid awarded to students.

BUSINESS AND INDUSTRY
- The counties that Snead State serves do not have a dominant business/industry field that could serve as the focus for Training for Existing Business and Industry or Workforce Development programs.
- The Marshall Health Systems provides employment opportunities through hospitals located in Boaz and Arab and through clinics located throughout the county.
- Of the industries located in Marshall County, a majority encompass the fields of automotives and poultry.

CORPORATE CITIZEN
- Snead State contributes to the community reputation and innovation, community price and quality of life which are key factors in the recruitment of business and industry.
- Through student organizations, Snead State has reached out to nonprofit organizations such as Blessings in a Backpack, Relay for Life, Susan G. Koman Breast Cancer Foundation, St. Jude’s, LifeSouth, American Red Cross, and the Christmas Coalition.
- Snead State has hosted a variety of events that have not only brought members of the community to the campus, but also utilized our community partners in the planning and execution of the events, including the Larry Gatlin Benefit Performance, the Marshall County Career Expo, Fine Arts performances, and Alumni events.
Snead State has made a commitment to expand educational offerings in Arab. The expansion of the Arab Instructional Site to date has included renovations that have more than tripled the available space and increased course offerings. Enrollment at the Arab Site has increased by 40 percent within a year’s time.

Director of Community Education Teresa Walker stepped in as the new Interim Director of the Arab Instructional Site in July.

During her time at the Arab Site, Ms. Walker has introduced the following changes:

- Staff working hours have been updated to provide coverage for day and evening with an employee locking doors in the evening.
- Improvements to and regular maintenance of college landscaping.
- Rental agreements have been put in place and rental rates established for conference room, classrooms, and rental side.
- Otelco phone and internet service disconnected, which results in a $3,100 per year savings. Using Snead’s phone system allows for an after-hours message and the ability to transfer calls between Boaz and Arab.

With Ms. Walker’s continued presence at Arab, the site will receive some continuity and result in continued savings to the college. With the growth in the Workforce Development Division and the added duties, additional full-time staff is needed and could be housed at the Arab Site.

Coursework and programs have been expanded at the Arab Site, including a new CISCO certification. A human simulator was purchased and placed at Arab for training RN students.
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 to meet with one of the following areas: Admissions, Records, Financial Aid, Advising, Registration, Testing, Campus Engagement, Student IDs and Parking Permits, and Business Office/Cashier.

An ADA-approved welcome desk was added to greet those that walk into the Student Success and Career Center. It is staffed at all times with an individual who has been trained in customer service. Clear, concise signage was hung in designated areas of the Student Success Center to direct individuals to appropriate offices. A cork-board wall was implemented to alert students to important announcements and scholarship opportunities.

The Financial Aid and Admissions offices were separated to better address the needs of student privacy and interaction among staff. Snead State Community College began accepting third party loans through Wells Fargo for qualified students. An online admissions application was implemented for applicant convenience as well as to streamline the admission application process.

The advising process has been streamlined with faculty advisors providing discipline-specific guidance while the recruiters provide intake advising and general advising for students who are unsure of a career path. The College implemented an advising sign-in sheet for students in the Student Success Center to track usage as well as to provide customer service with a quick transition from student to advisor.

The Student Success and Career Center has been the location of workshops focusing on transfer advising, resume writing tips, FAFSA, and financial literacy. The athletes also use the center to hold study halls.

Over the next year, the Success Center will seek to add tutoring, enhanced career services using the Kuder career assessment, and an early alert system to identify students at risk of failing a class or dropping out altogether.

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 has 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.

One of the first steps was to remove any barriers that made it difficult for students to earn their Associate degree. Specific classes that once were required for an Associate degree at Snead State but were not required for all transfer programs of study were removed from the requirements. Those classes included orientation, a speech class, and a computer class. The requirements prompted many students to simply transfer to another college or university to complete their education prior to earning their Associate degree.

The College proactively sought out students who had completed 85 percent of a degree program and began tracking those students, encouraging them through personal letters and degree audits to complete their Associate degree. The College Completion Agenda was also promoted through events such as Parson Days new student orientation and transfer workshops, designed to aid students in transferring to another college or university.

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 2011-2012 academic year, the number of degrees awarded increased by 29.9 percent over the previous year and 125.6 percent over the 2008-2009 academic year.

Special on-campus events have also served as an avenue to encourage students to pledge to earn their Associate degree. Students had opportunities to sign a formal pledge during Club Rush events, some Welcome Back Week activities, orientations, etc.

The success of 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.
Progress has been made on the Enrollment Management Plan, the purpose of which is to grow the College through the areas of Admissions, Financial Aid, Recruiting/Retention, Marketing, Campus Engagement, Student Support Services, Graduation, Student Intake, and Institutional Research. The Enrollment Management Committee identified vital issues to address in order to successfully fulfill the purpose of the plan and meet the three major priorities outlined in the Strategic Plan: expand the Arab Instructional Site, create the Student Success and Career Center, and implement the Finish What You Start campaign.

Since implementing the enrollment management plan, there have been a record number of completers in credit programs during the 2011-2012 academic year.

The 520 completers in 2011-2012 is a 2.8 percent increase over the prior academic year and a 66.7 percent increase since 2008-09.

Snead State started the fall 2011 semester with the largest class of freshmen in the school’s history. With a freshmen class of 1002, the new group of students has grown 4 percent over 2010 and was 40 percent higher than 10 years ago.

One of the factors for the increased growth of freshmen was increased presence of Snead State recruiters in local high schools. In the fall 2008, the number of recent high school graduates enrolling in Snead State were 447. That number has increased to 531 in the fall 2011.

Not only has Snead State found success in recruiting new students, but also the College has found success in retaining current students. From fall 2008 to fall 2009, the full-time student retention rate was 66 percent. The retention rate fell to 64 percent from fall 2009 to fall 2010, but from fall 2010 to fall 2011, the full-time student retention rate was 67 percent.

Other factors aiding in the successful recruitment/retention efforts include a centralized marketing message focusing on the theme “Set Apart” with students describing what sets Snead State apart from other schools; weekend workshops for students on completing the FAFSA, new student orientation, resume writing and tips for transfer advising; improving processes for application, financial aid and registration; implementing third-party loans for students; and improved customer service experiences in the Student Services departments.
Snead State has set the pace in the State of Alabama when it comes to online education. Since implementing the component in 2000, online and blended (a combination of in-class and online instruction) remain popular options for students.

Internet classes produce 36 percent of Snead State’s credit hours. During the fall 2012, students registered to take 22,767 credit hours worth of classes. Of that total, 14,465 were produced from on-campus classes while 8,302 were produced through online classes.

Enrollment in online classes has remained consistent since 2009.

Of the total enrollment, a majority of the students who typically take internet classes are predominantly female and non-traditional. Snead State’s online students are an average age of 26.

A goal of Snead State Community College is to market the Online Education component to attract more non-traditional students by offering more degree programs that would be completed strictly through Internet classes. The College continually assess the quality of the current Internet classes to ensure online students receive the same quality instruction as students who attend on-campus classes.
Workforce Development

CAREER SKILLS

Career Skills classes offered are Phlebotomy/EKG Technician, Pharmacy Technician, Medical Administrative and Clinical Assistant, Medical Billing and Coding, Office Administration, and Welding Technology.

The Workforce Development Division wrote and received two grants valued at $132,500 and $47,500, to start the welding training. The original equipment was purchased and set up and classes began in September. The current equipment can accommodate 12 students. The second grant was for a Virtual Reality Welding Trainer, which was expected to be received by January 2013. A third grant will be written to request equipment to accommodate four additional students.

Marshall Technical School has provided space to teach the new welding training. This partnership has given Snead opportunities to teach not only welding, but also dual enrollment and Ready to Work classes at that facility as well.

TRAINING FOR EXISTING BUSINESS AND INDUSTRY

There has been a substantial increase in training for business and industry this year. The Workforce Development Division has been able to serve 24 companies with the different training that we have offered. These courses have been open enrollment and customized training. Enrollment was 148 students in the Fall 2011, 81 students in Spring 2012, and 126 students in Summer 2012.

The WFD Staff has been attending the Alabama Workforce Professional Development Series training. This training is held once per month for a year and ended in January 2013.

CONTINUING EDUCATION

Most of Snead’s Continuing Education is done through the College’s online partnership with ed2Go. In this area, online has become the avenue of choice for our students. They have a wide selection of courses to choose from, and the online offerings are not dependent upon the number enrolled. The course is taken at the convenience and leisure of the student and has become the preferred delivery method of personal enrichment courses.

Enrollment was 53 students in the Fall 2011, 32 students in the Spring 2012, and 188 students in the Summer 2012.
TRiO

Snead State Community College’s TRiO Upward Bound program achieved a significant milestone during one of the most competitive grant seasons in the program’s history. Upward Bound’s grant was renewed in full for another five years.

Snead State’s program received $1.25 million for the next five years to continue to offer services to disadvantaged students. The College was among a limited number of U.S. institutions to receive grant renewals. Nationally, nearly one-quarter of existing programs did not receive funding.

Upward Bound prepares low-income and potential first-generation college students to continue their education beyond the high school level. The grant renewal not only allows SSCC to continue to serve 50 students from Boaz, DAR, Asbury and Douglas High Schools, but also includes an extra 10 students with the addition of Brindlee Mountain High School.

The TRiO Upward Bound program provides high school students with tutoring, academic advising, monthly workshops, college transfer tours, cultural events, and a six-week summer residential experience.

The Snead State TRiO program also includes Student Support Services which works with current Snead State students providing many of the same services as the Upward Bound program: tutoring, academic advising, college transfer tours, monthly workshops, and other services.

The TRiO program has provided 27,100 minutes of tutoring to its participants.

READY TO WORK

Alabama Ready to Work is a free program that tests – and scores – your job skills and work habits. Upon successful completion of the program, students receive two Credentials: a Alabama Career Readiness Certificate signed by the Governor of Alabama and an Alabama Certified Worker Certificate signed by Alabama’s Industrial Development Training (AIDT) director. Many students completing the program enter into the workforce or choose to continue their education.

For 2011-2012, Snead State received a grant of $45,000, and since then has received an additional $3,000 to support the program. Day and evening classes are offered on the Boaz campus, Arab Instructional Site and the Marshall Technical School in Guntersville.

This year 80 students have completed the training and received the certifications. Of the Ready to Work students, 48 have entered college to further their education, and 37 have found employment. The Snead State Ready to Work program has become a successful recruiting tool for non-traditional students.

Completers of the program receive tuition waivers for one three-hour credit class at Snead State. Forty-nine such classes have been awarded to RTW graduates, but those graduates have taken additional credit hours, generating approximately $152,460 in additional revenue for Snead.

The success of the program has earned recognition for the College. Director of Community Education Teresa Walker presented information about the program at the Southeastern Employment & Training Association (SETA) 2012 Spring Conference.
Challenges

• Addressing staffing needs in all areas of the College that develop from continued growth. Not all departments that provide a product for students, such as Financial Aid, produce direct revenue, yet these departments are essential to providing support to students.

• Renovating/updating facilities to provide adequate learning environments for students.

• Availability of funding to aid students in receiving a quality education or job training.

• Addressing time demands and managing workloads for employees in areas that are involved in the implementation of the new administrative software, Banner.

• Operating efficiently in light of budget cuts without limiting services or the quality of instruction.

• Developing an early alert system to identify students who may need additional tutoring in order to achieve success while at Snead State.

• Addressing professional development needs in all areas of the College.

• Securing the College’s administrative systems.

• Reviewing and refining the College’s Career Technical offerings to match the needs of students and employers while maintaining the programs’ viability. Low-cost transfer classes and programs are the road to produce income over expenses to cover the high cost of career, technical and health careers.

• Improving the quality of online education.

• Monitoring and improving developmental education opportunities.

Goals for the Future

• Launch a Capital Campaign to aid with funding critical needs of the College.

• Automate financial aid packaging of awards for better student service.

• Improve communication processes with applicants and students.

• Increase recruiting of non-traditional students.

• Increase the number of Veterans who are students and provide Veteran services.

• Implement an active tutoring program.

• Implement an Early Alert System.

• Offer Title IV federal loans to students.

• Provide a full range of student services at the Arab Center (including admissions, financial aid, campus engagement, advising, etc.).

• Continue to increase the number and percentage of students who graduate and transfer.

• Continue awareness of the College Completion Agenda community-wide.

• Improve the College’s online presence to enhance recruiting practices and communication between the College and students.

• Enhance the College’s distance education program to increase enrollment and student retention.

• Continue to provide opportunities that will engage students, employees, alumni, and members of the community in support of Snead State Community College.
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, non-profits 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 underpreparedness.

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.

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