Strategic Plan
2012-2016
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

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 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.
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. The past three years have brought tremendous challenges for all of us as we have witnessed extreme financial hardship throughout our service area. It goes without saying that at the core of these difficult times has been the people we serve. The unavoidable reality of tough economic times resulting in drastic cuts in funding demands that the College leadership engage in a systemic and inclusive process of planning for our future – strategic planning.

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. The responsibility to meet the needs of these students challenges Snead State to focus on areas of growth to meet these needs. The strategic plan – Growing for the Future: the Strategic Plan Update 2012-2013 – plays a vital role for mapping our pathway to the future. It is one of the primary documents used to identify our goals and commitments to our students and community as we work to accomplish our College mission.

This Strategic Plan, developed by the College Leadership Team, encompasses individuals from all areas of the College. Revised annually, the Strategic Plan helps guide the College in our day- to-day operations as well as long-term plans and goals. The focus of this year’s Strategic Plan is growth. We must consistently grow the College in many ways including enrollment, the variety of academic programs of study, and collaborative partnerships with our community.

We remain committed to three primary College goals to foster this growth. First, we want our students to finish what they start at Snead, and we encourage every student to start his or her education at Snead with the goal of finishing. The College Completion Agenda aims to retain students through graduation and to create life-long learners. Utilizing the newly established (2009) Student Success Center, we have made great strides, but there are still areas where we can grow to provide more and better services for our students to keep them in college. There is also room for growth at our Arab Instructional Site by offering more classes and letting people know what is offered at this site. These three College goals are vital to the growth of Snead, and the strategic planning process will continue to play a key role in guiding our work.

If you have any questions about this document, please contact Dr. Annette Cederholm, Interim Associate Dean of Academic Planning and Research, at acederholm@snead.edu or 256-840-4142.
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Foundation Board

Advisory Board
Expansion of Arab Center

Located on Brindlee Mountain, the City of Arab is a growing, vibrant community. Snead State has made a commitment to expand educational offerings in Arab. The expansion to date has included renovations that have more than tripled the available space and increased course offerings. The Arab Instructional Site also hosts Workforce Development offerings, including Office Administration and Ready-to-Work.
Objective 1: Define the identity and offerings of Arab Center.

Objective 2: Provide adequate resources and services.

Objective 3: Increase community awareness.

Objective 4: Cultivate industry and university partnerships.
Student Success and Career Center

The Success Center, located on the top floor of the McCain Building, provides a one-stop-shop for help with admission, financial aid, advising, placement testing, and career coaching. Over the next year, the Success Center will seek to add tutoring, enhanced career services, and an early alert system to identify students at risk of failing a class or dropping out altogether.
Objective 1: Create a comprehensive, professionally staffed student learning/tutoring program.

Objective 2: Implement a comprehensive career counseling program.

Objective 3: Develop and implement a College advising philosophy.

Objective 4: 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 4-year college.
Objectives

**Objective 1:** Foster student engagement by offering various activities inside and outside of the classroom.

**Objective 2:** Implement an early alert system.

**Objective 3:** Implement a tutoring program.

**Objective 4:** Increase communication with our students.