

SNEAD STATE
COMMUNITY COLLEGE

2015

STRATEGIC
PLAN

2017



SNEAD STATE COMMUNITY COLLEGE

SSCC began its tradition of educational excellence in **1898** and is the oldest community college in the State to award the **Associate degree**. The campus covers **43 acres** and features state-of-the-art instructional and athletic facilities, a dormitory, and a cafeteria. Snead State has a second location, the Arab Center. **The Arab Center** is a full-service site ready to serve students.

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.

VISION

Snead State Community College is recognized as an outstanding comprehensive college of distinction where caring faculty and staff serve to awaken students' passion for learning. The College is a destination of choice known for its historical and state of the art facilities, excellence in education, civic engagement, and citizenship development. Snead State is responsive to community needs by offering high quality, relevant educational programs and fosters educational innovation through cutting edge teaching-learning strategies and platforms. Through immersion in a welcoming learning environment that values diversity, experiential learning, and leadership development our graduates become productive and engaged citizens who make a positive difference in their community.

It is the policy of the Alabama Community College System Board of Trustees 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.

CORE VALUES

As members of the Snead State Community College community, we share a commitment to:

- Honor the life of the mind as the central focus of our common endeavor and encourage individual initiative and creativity.
- Respect the dignity and potential of each individual and recognize the value of diversity in our educational programs.
- Practice intellectual honesty and live with integrity and foster an environment of impartiality and respect.
- Serve as stewards of the traditions and resources of Snead State Community College.
- Encourage engagement and social responsibility at local, state, national, and global levels.
- Demonstrate steadfast commitment to seek excellence by constantly assessing our policies and programs.



PLANNING ASSUMPTIONS

- The College will continue to make significant investment in quality improvement and institutional effectiveness by generating and implementing good, data-driven decisions.
- 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.
- Lack of significant educational attainment by Marshall County citizens, both secondary and post-secondary, will remain a critical concern for the near future.
- There presently exists a substantial lack of understanding at the K12 level regarding the expectations of college students enrolled in today's career and technical programs of study. And this absence of understanding will continue to produce a decided gap between what secondary personal believe is necessary for student success in College level Career and Technical education and what actually defines true college and career readiness.
- The College will continue to face significant challenges regarding serving students who are under-prepared and ill-equipped to continue their education and/or meet industry standards.



STRATEGIC GOALS

We will build upon our excellent academic reputation by expanding available programs of study to more effectively achieve our mission as a comprehensive community college.

Objective: Enhance our academic transfer programs of study through assuring high quality and relevant student learning experiences.

Objective: Expand the number of relevant, high-demand career & technical education programs of study.

Objective: Maximize the utilization of dual-enrollment partnership agreements with local high schools.

Objective: Evaluate the scope of College-wide offerings to ensure they are aligned to student demand.

Key Performance Indicators

1. Increase the number of career and technical programs by 15% over the three year period.
2. Increase the number of Dual Enrollment students by 50% over three years.
3. Total enrollment in headcount and credit hour at the College will increase by 15% over the three year period.
4. Through yearly program reviews, evaluate the number of new programs started, number of current programs improved and number of programs that are closed to assess whether they are meeting the needs and demands of the area.



STRATEGIC GOALS

We will secure effective human capital through recruitment, training and re-training, and retention of highly skilled faculty and staff.

Objective: Promote career opportunities at SSCC to assure high-quality candidates for positions.

Objective: Develop and implement an orientation, training, and recognition program for all employees to assure excellent performance.

Objective: Assure excellent performance from all employees regarding relevant skills and expertise by providing professional development and training programs.

Key Performance Indicators

1. Increase the scope of advertising to include a wider distribution area for promoting and soliciting high-quality candidates for positions.
2. A good or excellent rating of 80% or higher on new employee survey of the new employee orientation and training.
3. Participation in faculty and staff professional development and training will steadily increase over three years.
4. Implementation of a faculty/staff recognition program.



STRATEGIC GOALS

We will upgrade, improve, expand and maintain high quality College facilities and grounds.

Objective: Assure buildings, janitorial services and grounds are updated and maintained in a comfortable and welcoming manner.

Objective: Review, update and prioritize the College Facilities Master Plan and implement projects when funding becomes available.

Key Performance Indicators

1. Building and grounds upkeep and maintenance will be evaluated yearly through the Safety and Property committee, and a report will be presented each year to the Executive cabinet.
2. Janitorial services in each building will be evaluated yearly by each building manager and a report will be submitted to the Safety and Property committee for appropriate action.
3. A good or higher rating of at least 80% on yearly faculty and staff surveys of janitorial and maintenance services.



STRATEGIC GOALS

We will grow and develop online learning to provide more opportunities for students' and to increase the completion rate through quality assurance.

Objective: Increase the number of programs of study (existing and new) available 100% online.

Objective: Improve the quality of online programs and courses.

Objective: Implement a marketing strategy specific to online educational programs and opportunities.

Key Performance Indicators

1. Increase by 15% the fall-to-fall persistence rate of first-time, 100% online degree seeking distance learning students.
2. Increase by 10% the GPA of students who complete distance learning only courses.
3. One hundred percent of full-time faculty who desire to teach online will be certified by successfully completing the Distance Learning Faculty Certification to teach online by fall 2019.
4. Increase by 10% the percentage of credit hours produced by online/blended courses.



STRATEGIC GOALS

We will leverage resources to maximize the College's strengths and efficiency.

Objective: Identify and secure additional funding, public and private, to support the strategic priorities.

Objective: Provide resources to support the achievement of strategic priorities.

Objective: Evaluate and modify existing College organizational structure and institutional processes to assure the most efficient use of resources.

Objective: Evaluate the scope of offerings at Arab Instructional Site to ensure they are aligned to student demand.

Key Performance Indicators

1. Increase additional funding, public and private, by 10% each year
2. Progress shown on 100% of strategic priorities.
3. Assess the number of documented changes that take place at the College.
4. Conduct a yearly review of academic offerings, workforce offerings, and community relations at Arab Instructional Site to assess they are meeting the needs and demands of the area.





www.snead.edu
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Snead State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Snead State Community College.