Coffeyville Community College

Strategic Plan 2019-2021

Vision

Coffeyville Community College shall be recognized as an institution which serves our diverse student population while simulating growth in the economic, intellectual, and cultural life of the area.

Mission

Coffeyville Community College is dedicated to identifying and addressing community and area needs, providing accessible, affordable quality education and training, and promoting opportunities for lifelong learning.

Purpose

To fulfill the mission, Coffeyville Community College will:

1. Identify and address community and area needs.
2. Provide accessible, affordable quality education and training.
3. Promote opportunities for lifelong learning.

FINAL 12/17/18

Strategic Planning Committee Mission: The Strategic Planning Committee is responsible for the development and implementation of the institutional strategic plan in an effort to provide strategic directions and goals for institutional growth and improvements. The Strategic Planning Committee will consist of faculty, staff, students and administrators to gather input from vested parties.

Strategic Direction 1: Identify and address community and area needs

Strategy 1.1
The Strategic Planning Committee will design and administer a survey of the internal and external stakeholders of the College to assess the perceived needs of each group.

Performance Measurement
Successful collection and analysis of survey data from internal stakeholders
Successful collection and analysis of survey data from external stakeholders

Lead Person
Strategic Planning Committee Chair

Target Completion Date
May 2019

Strategy 1.2
The Strategic Planning Committee will assess stakeholder data to determine improvements for curriculum and/or services provided by the College.

Performance Measurement
Identification of the Top 5 areas for improvement as identified by stakeholders and assessment data
Implementation of improvements through the strategic plan

Lead Person
Strategic Planning Committee Chair

Target Completion Date
September 2019

FINAL 12/17/18

Strategy 1.3
>Conduct an environment scan to assess enrollment projections, market changes, and financial impacts on the College operations on an annual basis.

Performance Measurement
>Administrative evaluation of workforce needs, enrollment trends, funding changes, legislative direction, and impacts on CCC's operations.

Lead Person
>Vice President for Finance and Operations

Target Completion Date
>Annually by June 2019, 2020, and 2021

Strategic Direction 2: Provide accessible, affordable quality education and training

Strategy 2.1
>Evaluate, prioritize, and complete campus facility improvements on an annual basis

Performance Measurement
>List of requested facility improvements by campus each fiscal year
>List of completed facility improvements by campus each fiscal year

Lead Person
>Vice President for Finance and Operations

Target Completion Date
>Annually by September 2019, 2020, and 2021

Strategy 2.2
> Evaluate, prioritize, and complete campus facility improvements specifically to meet or exceed ADA requirements annually

Performance Measurement
> List of requested ADA facility improvements by campus each fiscal year
> List of completed ADA facility improvements by campus each fiscal year

Lead Person
> Vice President for Finance and Operations

Target Completion Date
> Annually by September 2019, 2020, and 2021

Strategy 2.3
> Utilize stakeholder survey data, administrative facility evaluations, and employee recommendations to identify immediate and future facility needs and/or expansion projects

Performance Measurement
> List of facility needs as identified by the community, employees, students, and/or administration by campus
> Presentation of identified facility needs to the College Administration

Lead Person
> Facilities Committee Chair

Target Completion Date
> August 2019

Strategy 2.4

Identify and assess the cost of attendance in comparison to regional colleges to ensure the College is providing a quality, yet affordable education to students on an annual basis

Performance Measurement

Administrative evaluation of tuition and fees charged by regional community and technical colleges

Lead Person

Vice President for Finance and Operations

Target Completion Date

Annually by April 2019, 2020, and 2021

Strategy 2.5

Evaluate, prioritize, and complete campus safety/security improvements to address the concerns for increased safety for students, faculty, staff, and visitors

Performance Measurement

List of security improvements by campus each fiscal year
Annual review of safety and security procedures

Lead Person

Vice President for Finance and Operations

Target Completion Date

Annually by September 2019, 2020, and 2021

Strategy 2.6
Research, evaluate and purchase a VOIP communications/phone system to integrate all three campuses for safety and security purposes in addition to upgrading the current phone system.

Performance Measurement
Collection of bids from vendors for VOIP systems
Purchase of a VOIP system for the campuses
Installation of a VOIP system on all three campuses

Lead Person(s)
Technology Committee Chair/Director of Technology

Target Completion Date
August 2019

Strategy 2.7
Utilize the existing budget planning process to identify, prioritize, and assess program and institutional needs to ensure the College is providing a quality education to students on an annual basis

Performance Measurement
Collection of budget request forms with justification of needs from program faculty, departmental directors, and administrators

Lead Person
Vice President for Finance and Operations

Target Completion Date
Annually by April 2019, 2020, & 2021

Strategy 2.8

Evaluate, prioritize and complete institutional assessment data to improve instruction, curriculum, student engagement and identify budgetary needs on an annual basis.

Performance Measurement

Assessment data of programs and courses provided either in bricks and mortar and/or distant education formats
Budget request forms with justification of needs from program faculty, departmental directors, and administrators

Lead Person

Learning Assessment Committee Chair

Target Completion Date

Annually by August 2019, 2020, & 2021

Strategic Direction 3: Promote opportunities for lifelong learning

Strategy 3.1

Utilizing input from the stakeholder surveys and administrative evaluations, the College will focus efforts on the development of new programs, courses, and/or increase focus on key program areas to meet student and community workforce demands

Performance Measurement

Analysis of survey data to identify program areas cited for improvements/expansion
List of new courses, programs, and/or expansion/improvements to existing programs compared to the prior year

Lead Person

Vice President for Academic Services/Vice President for Innovation & Business Initiatives

Target Completion Date

Annually by August 2019, 2020, & 2021

Strategy 3.2
Increase the availability of service learning activities for students at each campus

Performance Measurement
List of service learning activities completed by each program by campus compared to the previous year activity
Analyze student participation numbers compared to the previous year

Lead Person
Vice President for Academic Services/Vice President for Innovation/Columbus Campus Director

Target Completion Date
Annually by August 2019, 2020, & 2021

Strategy 3.3
Increase the volume of student activities available to students

Performance Measurement
List of student activities provided during the fall and spring semesters compared to the previous year activity

Lead Person
Dean of Student Services/Director of Student Life

Target Completion Date
Annually by August 2019, 2020, & 2021

Strategy 3.4
Increase enrollment and retention in key academic/activity areas

Performance Measurement
Development of a new Recruiting Plan
Increased recruiting activities/events
KBOR Official Enrollment Report
IPEDS Fall Enrollment Report (Retention)

Lead Person
Senior Director, College Relations, Marketing and Recruiting

Target Completion Date
Annually by October 2019, 2020, & 2021

Strategy 3.5
Increase the exposure/marketing of the College in the Coffeyville, Caney and Columbus communities

Performance Measurement
List of community activities attended by College officials/programs/students
List of programs/projects conducted by the College in the communities

Lead Person
Senior Director, College Relations, Marketing and Recruiting

Target Completion Date
Annually by August 2019, 2020, & 2021