

# ***Coffeyville Community College***

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## **Strategic Plan 2016-2018**

### **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.

**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.

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## **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 2016

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### **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 2016

**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 enrollment trends, funding changes, and impacts on CCC's operations.

**Lead Person**

Vice President for Finance and Operations

**Target Completion Date**

August 2017 and August 2018

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**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**

August 2017 and August 2018

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**Strategy 2.2**

Evaluate, prioritize, and complete campus facility improvements specifically to meet or exceed ADA requirements on an annual basis

**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**

August 2017 and August 2018

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**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**

Strategic Planning Committee Chair

**Target Completion Date**

August 2017

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**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**

August 2017 and August 2018

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**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**

August 2017 and August 2018

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**Strategy 2.6**

Evaluate, prioritize, and complete campus network infrastructure improvements specifically to address the concerns for increased technology and access for students, faculty, staff, and visitors

**Performance Measurement**

Completion of an infrastructure evaluation by an outside IT consultant  
List of technology changes/improvements by campus each fiscal year  
Technology Plan

**Lead Person(s)**

Vice President for Innovation and Business Initiatives

**Target Completion Date**

August 2017 and August 2018

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**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**

August 2017 and August 2018

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**Strategy 2.8**

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

**Performance Measurement**

Collection and analyze assessment data of programs and courses provided either in bricks and mortar and/or distant education formats

**Lead Person**

Chair of the Learning Assessment Committee

**Target Completion Date**

August 2017 and August 2018

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**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

**Target Completion Date**

July 2017

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**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 previous year

**Lead Person**

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

**Target Completion Date**

July 2018

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**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**

July 2017

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**Strategy 3.4**

Evaluate the College Marketing Plan in an effort to focus marketing, recruiting, and retention activities to current and potential students

**Performance Measurement**

Development of a new institutional Marketing Plan  
Development of a new Recruiting Plan

**Lead Person**

Marketing and Enrollment Committee Chair

**Target Completion Date**

July 2017

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**Strategy 3.5**

Increase enrollment and retention in key academic/activity areas

**Performance Measurement**

Development of a new Recruiting Plan  
Increased recruiting activities/events

**Lead Person**

Senior Director, College Relations, Marketing and Recruiting

**Target Completion Date**

July 2017

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**Strategy 3.6**

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**

July 2018

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