2015 – 2017 Strategic Priorities

As our mission states, South Central College plays an important role in providing higher education to promote student growth and regional economic development. In order to ensure our effectiveness in delivering on this mission, we have established Strategic Priorities for 2015 – 2017.

These priorities align with our own Mission, Vision, Purpose, Values and our 5 Institutional Goal Areas. In developing these priorities, we also included principles established institutional partners in the field of higher education: the Minnesota State Colleges and Universities’ Strategic Framework and Charting the Future initiatives and the American Association of Community Colleges’ 21st Century Initiative.

I am excited to work together with my talented colleagues at South Central College, our community and industry partners on these priorities to achieve the many goals that will benefit our students and our region for years to come.

Appreciatively,

Dr. Annette Parker
President
Vision

South Central College will be the region’s leading institution for transitioning individuals into the college environment, educating students for technical careers, and building student capacity for future study through inclusive student-centered programs and services. The college will be a committed partner in the regional economy, helping individuals and organizations compete in the global marketplace.

Mission

South Central College provides accessible higher education to promote student growth and regional economic development.

Purpose Statements

- Foster a welcoming environment that cultivates a sense of respect and appreciation for differences.
- Provide educational options that prepare students for entry into the workforce, career advancement, and academic transfer opportunities.
- Offer student services and enrichment experiences that support academic success.
- Provide educational opportunities that develop our students’ ability to understand and evaluate personal, social, civic, and global perspectives.
- Deliver education, training, and consulting services for business, industry, and government organizations that help maximize productivity, profitability, and sustainability in a global marketplace.
- Promote the economic, cultural, and intellectual development of the community through collaboration with our stakeholders.

Values

South Central College...
- Recognizes the liberating effects of lifelong intellectual, professional, and personal learning.
- Honors diversity and inclusion by recognizing every person’s value and potential.
- Operates with integrity in all interactions.
- Encourages open and honest communication that respects individual opinions.
- Values collaboration and believes that teamwork promotes unity and shared purpose.
- Embraces continuous improvement.
As a result of the college-wide planning initiatives completed in 2014, we have set strategic priorities within our 5 institutional Goal Areas:

- Appreciative Inquiry (AI) Culture
- Holistic Learner Services
- Quality Education
- Partnerships & Collaboration
- Marketing, Branding & Recruitment
GOAL – Appreciative Inquiry (AI) Culture

- Implement an AI professional evaluation process.
- Convene college-wide committees that engage constituents and support AI principles.
- Provide project management training throughout the organization.
- Implement an AI-based program review process facilitated by an AQIP action project.
- Implement an in-depth onboarding process for new employees, with clear resource and responsibility foci.
- Increase transparency of efforts through the utilization of an online project management tool.
- Develop a college diversity plan including curricular and co-curricular initiatives.

Links to Institutional Partners

MnSCU Strategic Framework Goals and Charting the Future Recommendations
- In keeping with goal 3 and recommendations 5 and 6, an AI culture will help ensure that the college delivers an efficient, cohesive, and student-centered experience for our areas of service. This will be achieved through development of a positive workplace culture with clear delineation of duties and an accountability framework to ensure success.

AACC 21st Century Initiative
- In keeping with recommendations 4, 5, and 7, an AI culture empowers the college community to hold itself accountable while still focusing on strengths and opportunities for growth. Comprehensive program review and performance evaluations become prospective rather than just retrospective. Moreover, clear opportunities for definition of roles and collaboration between units becomes paramount in an effective, streamlined AI environment.
GOAL – Holistic Learner Services

- Implement a comprehensive first year initiative through an AQIP action project to improve our welcoming environment, followed by a comprehensive menu and intentional plan around services and supports provided to students in their first year.
- Pursue additional avenues for holistic learner services through continuous quality improvement in academic support, advising, and career counseling.

Links to Institutional Partners

MnSCU Strategic Framework Goals and Charting the Future Recommendations
- In keeping with goal 1 and recommendations 1, 2, and 4, holistic learner services will help ensure quality education by providing students with the environment and tools necessary for academic success and personal growth.

AACC 21st Century Initiative
- In keeping with recommendations 2, 3, and 5, investing in quality holistic learner services helps ensure that the college is meeting the individualized needs of students regardless of background or circumstance, enhancing our ability to close the achievement gap and improve readiness for credit-bearing courses.
GOAL – Quality Education

• Implement improvements in the curriculum development process.
• Further develop individual program assessment plan initiatives including measurement of institutional core competencies.
• Coordinate intentional faculty and staff development opportunities throughout the year.
• Successfully complete the college’s first AQIP systems portfolio.
• Continue efforts to close the achievement gap by identifying current curricular and co-curricular strengths and building upon those successes.

Links to Institutional Partners

MnSCU Strategic Framework Goals and Charting the Future Recommendations
• In keeping with goal 1 and recommendations 1, 2, and 5, faculty engaged in professional development and continuous curricular improvement ensure their content remains relevant and appropriate for their audience of students.
• In keeping with goal 3 and recommendation 6, executing a well-developed faculty-driven assessment and accreditation plan will ensure that the college remains accountable to the taxpayer by ensuring high standards and continuous quality improvement.

AACC 21st Century Initiative
• In keeping with recommendations 1, 3, and 7, implementation of improved curricular processes, professional development, and quality assessment plans help ensure that the college continues to move towards closing the achievement gap while ensuring rigor and accountability.
GOAL – Partnerships and Collaboration

• Continue development of partnerships with regional educational institutions at the secondary and post-secondary levels.
• Investigate resources and personnel available to support K-12 and other partnership initiatives.
• Secure support through grants and other funding to advance sector initiatives.
• Explore sustainability strategies around current and future grants.
• Continuously improve the capital equipment purchasing process created through an AQIP action project.

Links to Institutional Partners

MnSCU Strategic Framework Goals and Charting the Future Recommendations
• In keeping with goal 2 and recommendations 2, 5, and 6, partnering with local educational institutions, grantors, and the business community will help the college ensure a seamless progression from quality education to the workforce. Moreover, securing grants and external partnerships helps to ensure that the education the college provides remains relevant to and needed by community stakeholders.
• In keeping with goal 1 and recommendation 6, securing additional resources allows the college to invest in programs and services to increase student achievement that would not otherwise be affordable.

AACC 21st Century Initiative
• In keeping with the recommendations, partnerships and community contacts improve the college’s ability to develop support structures outside of the college’s walls. This facilitates graduate movement into the workforce as well as recruitment of future students.
GOAL – Marketing, Branding & Recruitment

- Develop a comprehensive marketing and branding initiative.
- Implement a dynamic, data-driven enrollment management plan drawing upon several divisions within the college to ensure success.

Links to Institutional Partners

MnSCU Strategic Framework Goals and Charting the Future Recommendations
- In keeping with goals 1 and 3 and recommendation 6, the college should be a visible partner in the communities served. The college is the most affordable option among all higher education institutions in the area, and this alone is one of the college’s greatest strengths. Ensuring the college has adequate marketing, consistent branding, and an effective enrollment management plan, will optimize targeting and service to the students in the area who are the best match for the quality education the college provides.

AACC 21st Century Initiative
- In keeping with recommendation 6, a unified dynamic data-driven enrollment management and marketing plan helps ensure the college remains relevant to the community while targeting students for enrollment as well as organizations for potential collaboration and investment.
Institutional Partners Guiding Principles and Initiatives

Three-Part Strategic Framework for the Minnesota State Colleges and Universities:
1. Ensure access to an extraordinary education for all Minnesotans.
2. Be the partner of choice to meet Minnesota’s workforce and community needs.
3. Deliver to students, employers, communities and taxpayers the highest value/most affordable higher education option.

Six Recommendations of Charting the Future:
Recommendations to increase access, affordability, excellence, and service by forging deeper collaborations among our colleges and universities to maximize our collective strengths, resources, and the talents of our faculty and staff.
1. Dramatically increase the success of all learners, especially those in diverse populations traditionally underserved by higher education.
2. Develop a collaborative and coordinated academic planning process that advances affordability, transferability, and access to our programs and services across the state.
3. Certify student competencies and capabilities, expand pathways to accelerate degree completion through credit for prior learning, and foster the awarding of competency-based credit and degrees.
4. Expand the innovative use of technology to deliver high quality online courses, strengthen classroom instruction and student services, and provide more individualized learning and advising.
5. Work together under new models to be the preferred provider of comprehensive workplace solutions through programs and services that build employee skills and solve real-world problems for communities and businesses across the state.
6. Redesign our financial and administrative models to reward collaboration, drive efficiencies, and strengthen our ability to provide access to an extraordinary education for all Minnesotans.
Institutional Partners Guiding Principles and Initiatives

AACC 21st Century Initiative seven recommendations:
1. Increase completion rates by 50% by 2020.
2. Dramatically improve college readiness.
3. Close the American skills gap.
4. Refocus the community college mission and redefine institutional roles.
5. Invest in collaborative support structures.
6. Target public and private investments strategically.
7. Implement policies and practices that promote rigor and accountability.