

FROM OUR PRESIDENT



Given the many technological options available today which can keep us from getting lost on a trip, in reality it is our own fault if we do not plan ahead for a smooth trip without detours and delays. This strategic plan for Central Carolina is designed for that same purpose. Where do we need to go and how do we get there during the next

five years? Central Carolina has experienced tremendous growth in both student enrollment and facilities in the last three years. Our service area of Clarendon, Kershaw, Lee, and Sumter counties depend on the College to produce the excellent workforce that is vitally important to attract and retain business and industry in our area.

Our strategic plan for 2010 - 2015 provides a roadmap to success. After significant input from faculty, staff, students, community members, foundation members, and area commission members, the strategic plan was adopted by the Central Carolina Technical College Area Commission in July 2010. This pathway to the future has truly been a participatory process, and it would not have been possible without the hard work, dedication, creativity, and commitment from all members of the Central Carolina community.

Sincerely,

Dr. Tim Hardee
President

CENTRAL CAROLINA TECHNICAL COLLEGE AREA COMMISSION MEMBERS

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CENTRAL CAROLINA TECHNICAL COLLEGE

Vision Statement

Central Carolina Technical College will be the first choice for exceptional, quality, affordable technical and comprehensive education, provided in an innovative, student-centered learning environment.

Statement of Values

Central Carolina respects the diversity of its student body and recognizes the worth and potential of each student. The College values an environment that fosters creativity and resourcefulness among its students, faculty, staff, and administrators and encourages teamwork, open communication, and free exchange of ideas. In its attitudes and principles, the College affirms the following values and beliefs in providing its programs and services:

Excellence • Integrity • Innovation

**CENTRAL CAROLINA
TECHNICAL COLLEGE**

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OUR PATHWAY TO SUCCESS

Central Carolina Technical College
STRATEGIC PLAN
2010 - 2015



OUR PATHWAY TO SUCCESS

THE STRATEGIC PLANNING PROCESS

On April 1, 2010, Central Carolina Technical College hosted a comprehensive Strategic Planning Forum involving multiple partners to gain a holistic perspective on the College's five-year future. Pierce McNair, Associate Vice President for Organizational Relationships at the South Carolina Technical College System Office, moderated the Forum, and the event's participants included over 70 individuals representing both the community (consisting of business, industry, K-12, and government leaders) and the College (students, faculty, staff, and the College's Executive Leadership Team). This Strategic Plan is a result of the participants' collaborative vision for Central Carolina's future. The following represent areas of focus with supporting goals and strategies for the 2010-2015 Strategic Plan:

1. WORKFORCE DEVELOPMENT

Central Carolina Technical College's educational credit and noncredit programs partner with local businesses and industry to provide immediate and long-term, effective, hands-on training for their workforce in Clarendon, Kershaw, Lee, and Sumter counties. The College works to attract and retain new businesses and to anticipate the future workforce needs of the business community.

GOAL 1: The College will expand the training and educational programs' scope and effectiveness within the community.

Strategies:

- Increase the number of apprenticeships by 25% by 2015.
- Partner with business and industry including small businesses, governmental agencies, and economic development entities to determine workforce needs.
- Integrate programs and services with local Economic Development offices in the four-county area.
- Identify avenues to collaborate with businesses and industry to provide equipment for training.
- Maintain strong, effective communication with business and industry to better understand and anticipate their needs.
- Implement a marketing plan for the Workforce Development Division to increase community awareness of Workforce Development's role at the College.

2. EDUCATING STUDENTS

Central Carolina Technical College provides an accessible, affordable postsecondary education in a positive learning environment to students in its four-county area. CCTC's programs effectively prepare students to enter the workforce or to transfer to four-year colleges.

GOAL 2: The College will strengthen its role with K-12 institutions and become a first-choice option for high school students.

Strategies:

- Market the College aggressively as a postsecondary, collegiate institution of higher education.
- Work with K-12 institutions to forge a seamless transition to college for secondary students.
- Market dual enrollment courses to parents and secondary students to instill the image of CCTC as a first-choice postsecondary option and as a gateway to professional careers and a sound financial future.
- Enroll at least 20% of the four-county area's public high schools' recent graduates into programs of study by 2015.
- Increase the number of dual enrolled courses offered to high school students by 20% by 2015, including an expansion of the technical program dual enrollment partnerships.



GOAL 3: The College will strengthen students' pathways to four-year colleges.

Strategies:

- Increase the number of postsecondary Bridge programs by 5 or more to facilitate transfer to senior institutions.
- Implement a comprehensive marketing plan for Bridge programs.
- Collaborate with SC colleges to forge stronger articulation agreements.

GOAL 4: The College will expand its accessibility and program offerings.

Strategies:

- Increase the number of distance learning programs as determined by needs assessment and ongoing evaluation of delivery of instruction methodology by 2015.
- Expand the College's electronic delivery methods to include lecture capture, podcasting, and other evolving electronic asynchronous delivery tools.
- Implement a comprehensive marketing plan for distance learning.
- Provide more support services and courses at Outreach campuses.
- Expand facilities at Outreach campuses as recommended in the College's Facility Master Plan.
- Implement at least one new program each academic year based upon workplace needs for programs of study.

GOAL 5: The College will foster an environment conducive to student success.

Strategies:

- Expand tutoring services offered at the Tutoring Center by offering tutoring services electronically and at Outreach locations.
- Assess the feasibility of a Student Center as recommended in the College's Facility Master Plan.
- Engage students with meaningful professional-related extra-curricular activities to cultivate a sense of community on campus.
- Provide comprehensive counseling services to meet the diverse needs of the student population in a changing society.
- Identify and evaluate program technology competencies in all programs supporting workforce requirements.
- Develop a plan to provide instruction and mentoring in the area of soft skills in classroom instruction to aid students in their future job search.
- Increase the number of degrees, certificates, and diplomas awarded annually to 25% of the annual fall student enrollment by 2015.
- Continue implementation of a comprehensive Retention Plan.

3. FACULTY AND STAFF

Central Carolina Technical College's strongest resource is the people serving the College as faculty and staff members. CCTC offers its faculty and staff benefits, flexible work schedules, and professional development training. CCTC will continue to seek to identify additional resources to support the teaching and learning environment to retain and attract qualified, professional, and engaged faculty and staff.

GOAL 6: The College will attract and retain quality faculty and staff.



Strategies:

- Increase full-time faculty positions to provide instructional and support services to students in programs and courses.
- Evaluate the staffing resources to ensure staffing is adequate to achieve the College's mission and goals.
- Provide comprehensive training and resources for faculty and staff to support teaching and learning in all environments, including electronic, traditional, remedial, and advanced technology delivery methods.
- Ensure CCTC's faculty and staff compensation is competitive with salaries within the South Carolina Technical College System.
- Identify resources to recognize faculty and staff achievement.
- Implement a succession plan.

4. RESOURCES

Central Carolina Technical College will seek ways to increase its revenue flow through internal and external means. The College must also find ways to increase enrollment while keeping tuition reasonable. Externally, the College must form beneficial partnerships to supply needed resources and funding to help the College ensure its mission.

GOAL 7: The College will practice effective stewardship of its resources and seek new avenues of funding.

Strategies

- Increase fall semester enrollment to 5000 students by 2015.
- Establish an Alumni Association by Fall 2011.
- Seek increased funding from Clarendon, Kershaw, Lee, and Sumter county governments.
- Increase revenue through Workforce Development course and program offerings.
- Develop more private partners and donors to support the College's mission.
- Explore and develop resources to expand the Kershaw County Campus.
- Seek grant opportunities to support the College's mission.
- Partner with industries to share resources.
- Review internal processes and continue to implement effective financial measures.
- Integrate SACS standards into all areas of the College to effectively impact student success.
- Identify a QEP topic that will positively affect student success for the 2015 reaffirmation visit.

