

MISSION

Central Carolina Technical College improves lives through excellence in teaching, learning, and economic enhancement through workforce development.

VISION

Central Carolina Technical College will be the first choice for accessible, affordable, and relevant higher education, provided in an innovative, student-centered learning environment.

VALUES

Central Carolina Technical College recognizes the worth and potential of each student, and values the diversity of its student body, faculty, and staff. In its attitudes and principles, the college affirms the following values and beliefs in providing its programs and services: *Excellence, Integrity, & Innovation.*

STRATEGIC PLAN 2020-2025



**CENTRAL
CAROLINA**
TECHNICAL COLLEGE

Central Carolina Technical College does not discriminate in employment or admissions on the basis of race, color, national origin, sex, gender identity, sexual orientation, genetic information, age, religion, pregnancy, childbirth, or related medical conditions, including but not limited to, lactation, disability, or any other protected class.

GOAL

AREAS OF IMPACT

INITIATIVES

STUDENT SUCCESS:

Central Carolina Technical College will foster an environment conducive to student success.

- Educating Students (including Workforce Development and Dual Enrollment Students)
- Student Achievement

- Achieve comparable student success rates as like-sized colleges
- Implement Enrollment Management and Marketing Plans
- Enhance the CCTC Student Experience
- Develop part-time program pathways

INTERNAL & EXTERNAL COMMUNITY:

Central Carolina Technical College will strengthen partnerships with its internal and external communities.

- Faculty and Staff
- Partnerships
- Marketing and Communications

- Renew hiring and training approach to strengthen and sustain the quality of faculty and staff talent
- Develop a more robust institutional professional development program
- Implement Enrollment Management and Marketing Plans
- College feedback from local stakeholders to improve partnerships

RESOURCES:

Central Carolina Technical College will acquire optimal, sustainable resources to best position the college and strengthen its fiscal stability.

- Government Funding
- CCTC Foundation
- Grants

- Acquire comparable per capita local funding as other SCTCS colleges
- Transform grounds and facilities to optimize services and enhance on-campus experience
- Support the Major Gifts Campaign

STRATEGIC PLAN 2020-2025 INITIATIVES

DIRECT MEASURE

BENCHMARK FOR 2025

STUDENT SUCCESS

Achieve comparable student success rates as like-sized colleges

- Perform funding categories
 - CHE-defined student success rate
 - Fall-to-spring persistence rate
 - Licensure pass rate
 - Graduate placement
 - Graduate production
- Fall-to-fall first-time, full-time retention
- Fall-to-fall first-time, part-time retention

- Meet all performance formula benchmarks
- Achieve 65% fall-to-fall first-time, full-time retention
- Achieve 40% fall-to-fall, part-time retention

Implement Institutional Advancement Marketing Plan and the Enrollment Management Plan

- Unduplicated headcount (SCTCS closing data)
- Unduplicated Workforce Development student headcount

- Achieve 4,200 fall student headcount
- Achieve 2,100 unduplicated Workforce Development headcount
- Implement 56 AACRAO recommendations

Enhance the CCTC student experience

- CCSSE (years ending in even numbers)
- Programs & Services (years ending in odd numbers)

- Achieve 82% CCSSE satisfaction rating
- Achieve 95% Programs and Services satisfaction rating

Renew hiring and training approach to strengthen and sustain the quality of faculty and staff talent

- CCTC IDS Faculty Certification Course completion
- Equal Employment Opportunity (EEO) goal attainment
- Professional Development Program (PDP) Funding
- Employee Climate Survey

- Achieve 95% certification rate for ALL faculty
- Achieve 95% EEO goal attainment
- Provide \$50,000 of PDP funding annually
- First year results will be used to set benchmark

Implement Institutional Advancement Marketing Plan and Enrollment Management Plan

- New visitors to main website
- Social media to advertisement engagement
- Fall completed applications
- Fall conversion rate of accepted to enrolled

- Achieve 3,000 new visitors to website during Fall campaign (April through August)
- Achieve the annual national average click-through rate for collegiate social media advertisements
- Achieve 3,215 completed applications
- Achieve 75% accepted to enrolled conversion rate

Collect feedback from local stakeholders to improve partnerships

- Annually survey CATE advisory committee
- Annually survey K-12 stakeholders

- Achieve 90% response rate for CATE advisory committee stakeholders
- Achieve 90% response rate for K-12 stakeholders

INTERNAL & EXTERNAL COMMUNITY

**STRATEGIC PLAN
2020-2025 INITIATIVES**

DIRECT MEASURE

**BENCHMARK
FOR 2025**

<p>Acquire comparable per capita local funding as other SCTCS colleges</p>	<ul style="list-style-type: none"> • Per capita contribution of local funding • Profit from Workforce Development courses 	<ul style="list-style-type: none"> • Achieve \$10.57 per capita contribution • Achieve Workforce Development profit of \$100,000 annually
<p>Transform grounds and facilities to optimize services and enhance on-campus experience</p>	<ul style="list-style-type: none"> • M400 & M500 renovation as set by AFMP • Main Campus greenspace project as set by AFMP • Deferred maintenance and renovation • New Student Services Building 	<ul style="list-style-type: none"> • Achieve completion of Phase I (all 3 projects) of the AFMP • Implement \$10M for deferred maintenance and renovation • Implement \$13M for Student Services Building
<p>Support the Major Gifts Campaign</p>	<ul style="list-style-type: none"> • Participation rate and amount of funding donated by employees to the CCTC Foundation during Employee Campaign 	<ul style="list-style-type: none"> • Achieve 60% giving rate during Employee Campaign • Raise \$22,000 during Employee Campaign