

Strategic Goal 1

Southern Union State Community College will provide an overall quality experience in customer service, student engagement, and instructional services establishing SUSCC as the best choice to meet the diverse needs of all stakeholders.

Objectives/Strategies	Indicators of Success	Action Steps	Person(s) Responsible	Time Frame	Status
<p><u>Customer Service</u></p> <p>The College will foster a data-driven culture of quality improvement.</p>	<p>Employ an Institutional Research person.</p> <p>Utilize data to improve processes, programs, and services.</p>	<p>Develop a job description.</p> <p>Get approval from the ACCS Office.</p> <p>Post and Hire</p>	<p>Lead Person Responsible – President</p> <ol style="list-style-type: none"> 1. Director of HR 2. Dean of Academics 3. Associate Dean of Instructional Programs 4. Associate Dean of IE 	<p>Fall 2017</p>	
<p><u>Customer Service</u></p> <p>The College will foster a data-driven culture of quality improvement and utilize data to improve customer service in all student support service areas.</p> <p>The College will utilize information from a variety of sources to highlight exemplary customer service as well as improve those areas needing assistance.</p>	<p>90% of the students completing survey instruments will rate the student support services an average of four on a scale of 1 to 5.</p> <p>Faculty and staff awards for exemplary service.</p>	<p>Gather baseline data on student satisfaction from graduation surveys.</p> <p>Utilize the “Tell Us How We Are Doing” satisfaction instrument to develop rack cards and/or digital apps.</p> <p>Encourage anyone receiving services from each student service area to complete the survey on a rack card or the digital app.</p> <p>Implement an online service where anyone can make recommendations for improvements for the college.</p>	<p>Lead Person Responsible – Associate Dean of IR</p> <ol style="list-style-type: none"> 1. Dean of Student Development 2. Academic Advisors 3. President 4. Director of Public Relations 	<p>Implement Fall 2017</p> <p>Ongoing</p> <p>Ongoing</p>	
<p><u>Student Engagement</u></p> <p>The College will focus on increased opportunities for student engagement including Honors Day Activities, Phi Theta Kappa, Mu Alpha Theta, and Phi Beta Lambda events.</p>	<p>Advance Phi Theta Kappa chapter status to Five Star Level.</p> <p>Increased membership in all invitation only organizations.</p> <p>Increased participation in regional and/or national conferences.</p>	<p>Follow the Phi Theta Kappa guidelines as outlined in the chapter charter.</p> <p>Develop and implement strategies to increase student participation in invitation only organizations.</p> <p>Provide resources for students to attend a regional or national conference.</p>	<p>Lead Person Responsible – Dean of Student Development</p> <ol style="list-style-type: none"> 1. Coordinator of Student Life 2. Chapter Advisors 3. Honors Day Committee 4. MIS Director 5. Director of Public Relations 	<p>PTK will advance to Level Four by Summer 2019</p> <p>PTK will achieve Level Five Status by Summer 2020</p> <p>An annual assessment of student participation will be conducted.</p>	

Strategic Goal 1

Southern Union State Community College will provide an overall quality experience in customer service, student engagement, and instructional services establishing SUSCC as the best choice to meet the diverse needs of all stakeholders.

Objectives/Strategies	Indicators of Success	Action Steps	Person(s) Responsible	Time Frame	Status
<p><u>Instructional Services</u></p> <p>Implement best practices utilizing new and evolving learning technologies/strategies that support a learning-centered environment.</p>	<p>Achievement of the institutional technology plan.</p> <p>At or above performance ratings of similar institutions.</p> <p>IPEDS Data</p> <p>SURVEY DATA Data</p>	<p>Continue to provide small class sizes with low student to instructor ratio.</p> <p>Increase professional development opportunities.</p> <p>Send one faculty member from each instructional area to a regional or national conference each year.</p> <p>Track performance data against similar institutions.</p>	<p>Lead Person Responsible – MIS Director</p> <ol style="list-style-type: none"> 1. Associate Dean of IR 2. Instructional Deans 3. Associate Dean of Instruction 4. Associate Dean of IE 5. Program Directors 6. Chairpersons 	<p>Review the technology plan, similar institution data, and IPEDS annually.</p> <p>SURVEY DATA review every three years.</p>	

Strategic Goal 2

Southern Union State Community College will establish and maintain supportive relationships with area stakeholders and respond to the diverse needs of its community.

Objectives/Strategies	Indicators of Success	Action Steps	Person(s) Responsible	Time Frame	Status
Increased community partnerships and participation in community activities.	Stampede Day Activities, Wellness Activities, and 5K Run Simply Spring Luncheon Faculty and Staff participation.	Faculty and staff will organize and implement various community events. The HR Office will document participation in events.	Lead Person Responsible – Director of Public Relations 1. Wellness Coordinator 2. Secretary to the President 3. Executive Council	Ongoing	
	Develop a Distinguished Alumni and Partner Gala.	Establish a committee to organize the gala. Invite and accept nominations. Have an outside committee rank the nominees.	Lead Person Responsible – Director of Public Relations 1. SU President 2. Office of Public Relations 3. SU Foundation Board	Spring of 2018	
Increase connections with K-12 with an emphasis on middle grade exposure.	Annual Career Expo Children’s Expo (Health Sciences) Faculty and Staff Participation in K-12 activities. Kids “Kollege” Fine Arts Camp	Work with Regional Workforce Council to implement Career Expo. Health Sciences will implement bi-annual Children’s Expo. Recruit faculty and staff, educate personnel about opportunities, and have them serve the community/schools.	Lead Person Responsible – Director of Workforce Development 1. Executive Council 2. Health Science Program Directors 3. Assistant to the Dean of Student Development	September 2017 Fall and Spring 2017-2018 Fall 2017	
Increase connections with underserved populations.	Increased services for: Adult Basic Education Populations Home School Populations Foster Children Faith Based School Populations	Expanded services in respective campus communities.	Lead Person Responsible – Dean of Student Development 1. Director of Adult Basic Education 2. Dual Enrollment Liaison	Fall 2017	

Strategic Goal 3

Southern Union State Community College will develop strategies to enhance enrollment management and increase retention, completion, and graduation rates.

Objectives/Strategies	Indicators of Success	Action Steps	Person Responsible	Time Frame	Status
Increase enrollment	Increased enrollment in the number of traditional high school students, dual-enrollment students, as well as non-traditional students including, home schooled students, under-employed, Distance Education Students, and Adult Education Students.	<p>Develop a Strategic Enrollment Management Plan</p> <p>Determine baseline numbers for each category.</p> <p>Develop recruitment strategies for each category.</p> <p>Restructure the new student orientation and registration processes.</p> <p>Implement an “Everyone is A Recruiter Campaign.”</p> <p>Develop a view book containing information on admission procedures and financial aid application processes.</p> <p>Conduct professional development activities and provide view book to all employees.</p>	<p>Lead Person Responsible – Dean of Student Development</p> <ol style="list-style-type: none"> 1. Instructional Deans 2. Associate Dean of Instructional Programs 3. Associate Dean of IE 4. Director of Adult Basic Education 5. Dual Enrollment Liaison 6. Director of MIS 7. Coordinator of Recruitment 	<p>Implement Enrollment Management Plan in Fall 2017</p> <p>Measure annual outcomes</p>	
Increase student retention.	<p>Increased availability and use of tutoring services.</p> <p>Positive freshman experience as evidenced by survey data.</p>	<p>Increase access to tutoring services, offered on each campus, and offered on-line.</p> <p>Increase the number of hours and types of tutorials available.</p> <p>Investigate best practices for the freshman experience.</p> <p>Utilize a software program to be used to monitor student use of tutoring services at each campus.</p>	<p>Lead Person Responsible – Coordinator of Student Success and Retention</p> <ol style="list-style-type: none"> 1. Dean of Student Development 2. Instructional Deans 	<p>Pilot Fall 2017</p> <p>Ongoing assessment of ORI in the Fall semester.</p>	
	Increased retention of student athletes.	Revise and implement student athlete tutorial program.	<p>Lead Person Responsible – Dean of Students</p> <ol style="list-style-type: none"> 1. Athletic Director 2. Athletic Advisor 	Fall 2018	

Strategic Goal 3

Southern Union State Community College will develop strategies to enhance enrollment management and increase retention, completion, and graduation rates.

Objectives/Strategies	Indicators of Success	Action Steps	Person Responsible	Time Frame	Status
	Increased fall to fall retention rates.	Develop a General Education (Gen Ed) short certificate. Track fall to fall retention rates.	Lead Person Responsible – Dean of Academics 1. Associate Dean of Instructional Programs 2. Associate Dean of IE 3. Associate Dean of IR	Fall 2018 Measure annually.	
	Improved retention in developmental classes.	Continue QEP Continued use of Math initiatives Research best practices.	Lead Person Responsible – IR Person 1. QEP Director 2. Math Department Chairperson	Measure every semester and trend at the end of summer.	
Develop and implement an instructional early alert system.	Increased passage rates.	Pilot in Gen Ed courses (MTH 112, ENG 101, PSY 200, HIS courses, BIO 103, PHS 112, SPH 106 or 107 and CIS 146).	Lead Person Responsible – Director of MIS 1. Dean of Student Development 2. Registrar 3. Dean of Academics 4. Associate Dean of Instruction	Measure every semester and trend at the end of summer.	
Student Services will develop and implement student activities to enhance soft skills as a component of student success.	Enhance the Annual Soft Skills Seminar by offering periodic workshops at all campus locations related to soft skills. Strive to increase student participation in the Soft Skills Seminar by 3% each year.	Develop workshops on: 1. Dress for Success 2. Oral Communication 3. Interview Skills 4. Etiquette 5. Conflict Resolution 6. Drug Awareness A Soft Skills component entitled “Successful Communication Skills” will be added to ORI 101.	Lead Person Responsible – Dean of Students 1. Coordinator of Student Success and Retention 2. Director of Public Relations	Record Attendance/Participation each semester.	

Strategic Goal 3

Southern Union State Community College will develop strategies to enhance enrollment management and increase retention, completion, and graduation rates.

Objectives/Strategies	Indicators of Success	Action Steps	Person Responsible	Time Frame	Status
Increase the number of student completions (Credentials, certifications or etc.).	Increase the percentage of students receiving a workforce credential by 5% per year (2017-2020)	<ol style="list-style-type: none"> 1. Increase student awareness. 2. Monitor student tracking. 3. Increase promotional materials. 	Lead Person Responsible – Dean of Technical Education and Workforce Development <ol style="list-style-type: none"> 1. Director of Public Relations 2. Instructional Deans 3. Program Directors 4. Career Coach 	Measured by semester and trended annually.	
Increase graduation rates.	Increase the graduation rate for on-time, 150%, and 200% time student attainment of AS, AAS, and AOT degrees by 1% each year.	Develop strategies to provide student support from admission to completion. <ol style="list-style-type: none"> 1. Provide Accessible Tutorials 2. Track Students 3. Auto Degree Postings 4. Degree Monitoring 5. Commit to “Continue to Completion” Initiatives 6. Increase the number of reverse transfer graduates. 7. Increase the percentage of students who transfer with an Associate Degree. 	Lead Person Responsible – Associate Dean of IR <ol style="list-style-type: none"> 1. Registrar 2. Coordinator of Student Success and Retention 3. Advisors 4. Dean of Student Development 5. Dean of Student Services 		

Strategic Goal 4

Southern Union State Community College will provide accessible, relevant, and responsive educational programs which assist in the development of a trained workforce that meets the current needs of business and industry.

Objectives/Strategies	Indicators of Success	Action Steps	Person Responsible	Time Frame	Status
The College will integrate soft skills across the curriculum in technical and health science programs in order to provide an educational environment where employability skills are a part of the College culture.	Advisory Committee Surveys Clinical Evaluation Tools Apprenticeship Surveys Student attendance at workshops	Develop or revise a survey instrument to measure soft skills. Department Chairpersons and Program Directors will administer the surveys and post the results on the IE web page.	Lead Person Responsible – Dean of Technical Education and Workforce Development 1. Department Chairpersons 2. Program Directors	Fall 2017	
The College will increase student access to quality educational training opportunities by providing flexible course scheduling options to include evening, weekend, and distance education courses.	The percentage of flexible course options will increase by 5% each year (2017-2020).	Establish a baseline of flexible course options currently offered. The Success Center will provide student workshops on all three campuses and work with the Director Of Public Relations to develop a video outlining the expectations of employers and transfer majors.	Lead Person Responsible – Dean of Technical Education and Workforce Development 1. Associate Dean of IR 2. Instructional Deans 3. Associate Dean of Instructional Programs 4. Associate Dean of IE	Each semester the percentage will be measured and it will be trended annually.	