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

Strategies:
A. Increase the number of apprenticeships by 25% by 2015.
B. Partner with business and industry including small businesses, governmental agencies, and economic development entities to determine workforce needs.
C. Market dual enrollment courses to parents and secondary students to transfer into college programs.
D. Increase the number of dual enrolled courses offered by 5 or more to facilitate transfer to senior colleges.
E. Increase the number of degrees, certificates, and programs by 25% by 2015.
F. Implement at least one new program each academic year based upon workforce needs for programs of study.

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

Strategies:
A. Expand tutoring services offered at the Tutoring Center by offering tutoring services electronically and at Outreach locations.
B. Develop a comprehensive program marketing plan.
C. Collaborate with SC colleges to forge stronger articulation agreements.
D. Develop more private partners and donors to support the College and its mission.
E. Integrate SACS standards into all areas of the College to effectively impact student success.
F. Explore and develop resources to expand the Kershaw County Campus.

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

Strategies:
A. Increase the number of postsecondary Bridge programs by 5 or more to facilitate transfer to senior colleges.
B. Develop a comprehensive program marketing plan.
C. Implement a comprehensive marketing plan for Bridge programs.
D. Engage students with meaningful professional-related extracurricular activities to cultivate a sense of community.
E. Increase the number of degrees, certificates, and programs by 5 or more to facilitate transfer to senior colleges.
F. Implement a succession plan.

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

Strategies:
A. Increase the number of distance learning programs as determined by needs assessment and ongoing evaluation of delivery of instruction methodologies.
B. Expand the College’s electronic delivery methods to include lecture capture, podcasting, and other evolving asynchronous delivery tools.
C. Develop a comprehensive marketing plan for distance learning.
D. Provide more support services and courses at Outreach campuses.
E. Develop a comprehensive Retention Plan.
F. Implement a comprehensive Retention Plan.

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

Strategies:
A. Increase the number of Bridge programs by 5 or more to facilitate transfer to senior colleges.
B. Implement a comprehensive marketing plan for Bridge programs.
C. Collaborate with SC colleges to forge stronger articulation agreements.
D. Develop a comprehensive program marketing plan.
E. Implement a comprehensive marketing plan for Bridge programs.
F. Collaborate with SC colleges to forge stronger articulation agreements.

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

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

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

Strategies:
A. Increase full-time faculty positions to provide instructional and support services to students in programs and courses.
B. Establish an Alumni Association by fall 2015.
C. Seek increased funding from traditional donors and special interest groups for awareness and program offerings.
D. Develop more private partners and donors to support the College’s mission.
E. Explore and develop resources to expand the Kershaw County Campus.
F. Seek grant opportunities to support the College’s mission.
G. Seek collaborative opportunities with businesses and industry to provide resources and funding.
H. Expand outreach programs to support the College’s mission.
I. Review internal processes and continue to implement effective financial measures.
J. Integrate SACS standards into all areas of the College to effectively impact student success.
K. Identify a QEP topic that will positively affect student success for the 2015 reaffirmation visit.