

2011-2014 STRATEGIC PLAN

2012-2013 School Year

Goal 1: Build Pathways to Student Success (Butch)

Embrace an innovative instructional and learning environment that promotes retention, program completion/graduation and success after graduation in employment or higher education

Objective 1.1 Effective and Innovative Instructional Strategies (Butch)

Design effective and efficient strategies for learning and educational progress for students

Initiative 1.1.1 Redesign Developmental Math Curriculum (ATD Priority 1a)

Initiative 1.1.2 Improve Developmental Math Success (ATD Priority 1b)

Initiative 1.1.3 Improve Developmental Student Success (ATD Priority 1d)

Initiative 1.1.4 Improve Reading Comprehension (QEP)

Initiative 1.1.5 Develop and Implement a Comprehensive New Student Experience (ATD Priority 2a)

Initiative 1.1.6 Develop an Exemplary Honors Program

Initiative 1.1.7 Develop and Submit New Core Curriculum

Objective 1.2 Student Academic Success (Butch)

Facilitate increased student access to educational opportunities through college and career pathways

Initiative 1.2.1 Identify College and Career Pathways and Appropriate Degree and Certificate Programs for Publication for Advisement

Initiative 1.2.2 Improve Student Retention and Graduation

Objective 1.3 Student Development (Charles)

Strengthen student service programs, activities, and organizations that motivate student engagement to maximize their potential for learning through goal achievement, competitiveness, teamwork, and leadership opportunities

- Initiative 1.3.1** Implement a Co-Curricular Transcript
- Initiative 1.3.2** Develop a Communication Plan for Student Engagement Activities and a Centralized Location for Data Collection

Objective 1.4 **Academic Space Utilization (Sarah)**
 Implement the effective use of all types of space and assess the shared scheduling of classrooms with target goals for utilization designed to meet current and future instructional and mission needs

Objective 1.5 **Student Enrollment (Charles)**
 Develop a comprehensive recruitment and enrollment management plan for enrollment growth

- Initiative 1.5.1** Enrollment Management Plan

Goal 2: **Expand Community Relationships (Kim)**
 Encourage partnerships with business, industry, schools, government, and professional organizations at the local, regional, state, national and international level

Objective 2.1 **Community Engagement and Investment (Kim)**
 Increase community awareness of the College mission to expand opportunities for community investment of time, talent, and resources

- Initiative 2.1.1** Maintain Current and Develop New Community Events and Volunteer Opportunities to Expand Donor Base
- Initiative 2.1.2** Expand Total Giving to the TJC Foundation for Capital Projects, Endowment Funding, Annual Giving, and Estate/planned Giving
- Initiative 2.1.3** Develop and Implement a Comprehensive Marketing Plan for the College

Objective 2.2

Alumni Involvement (Kim)

Secure broad information about and interaction with a steadily-expanding group of involved Tyler Junior College alumni

Initiative 2.2.1 Maintain Current and Develop New Alumni Events to Expand Donor Base

Initiative 2.2.2 Increase the Number of Annual and Lifetime Alumni Members

Initiative 2.2.3 Utilize New and Emerging Media to Increase Alumni Participation and New Membership

Objective 2.3

Workforce and Economic Development (Butch)

Partner with existing business and industry leaders to assess community needs, offer comprehensive training providing a quality workforce to meet hiring needs and shared objectives, and improving profitability

Initiative 2.3.1 Address the Needs of Non-traditional Returning Students for Job Skill Training/Retraining

Initiative 2.3.2 Develop and Implement a Comprehensive Marketing Plan to Recruit Non-traditional Students

Objective 2.4

Civic Responsibility (Charles)

Provide service opportunities to cultivate social responsibility and life-long learning, fostering a generation of leaders committed to positive community support and change

Goal 3: Enhance College Operating Effectiveness (Sarah)

Evaluate and improve resources and processes to meet the needs of a growing, complex institution

Objective 3.1

Fiscal Responsibility (Sarah)

Engage in efficient, effective, and innovative resource development and management balanced with continued improvements in productivity to ensure proper utilization of resources to meet short and long-term needs

- Initiative 3.1.1** Enhance Utilization of Technology with Respect to the Budget Process
- Initiative 3.1.2** Increase Facilities Usage Revenues
- Initiative 3.1.3** Foster Prospective Untapped Grant Opportunities
- Initiative 3.1.4** Expand Functionality of Student ID Cards

Objective 3.2 Work Flow (Sarah)

Maintain efficient and effective administrative processes and services to foster accountability in achieving the College's mission

- Initiative 3.2.1** Implement Banner Relationship Management (BRM) Solution Campus-Wide
- Initiative 3.2.2** Train and Utilize Online Degree Audit (DegreeWorks) Solution
- Initiative 3.2.3** Implement Online Routing for Facility Request Forms
- Initiative 3.2.4** Streamline Human Resource Processes through Technology

Objective 3.3 Internal Communication (Kim)

Ensure accurate and timely communication college-wide

- Initiative 3.3.1** Improve College-wide Communication and Awareness by Implementing an Internal Communication Plan
- Initiative 3.3.2** Gather Input and Evaluate Success of New Internal Communication Plan

Objective 3.4 Facility Utilization (Bill)

Develop a process document based on best practices to insure that the College meets the established minimum utilization standards for all facilities

- Initiative 3.4.1** Revisit Facilities Master Plan for Main and West Campus

Goal 4: Create an Institutional Culture of Continuous Improvement
(Charles) Foster and maintain an institutional culture that supports the College as a critically self-reflective entity committed to continuous improvement

Objective 4.1 Professional Development (Kevin)
Enhance the organizational strength and performance of the College faculty and staff through education and training, leadership development, and the empowerment to participate in College governance to improve the effectiveness of programs, services, and operations

Initiative 4.1.2 Professional Development Catalog

Objective 4.2 Campus Civility (Charles)
Provide a climate in which students, employees, and visitors can experience a safe, mutually supportive, academically encouraging, egalitarian, and tolerant community

Objective 4.3 Diversity and Enrichment (Kevin)
Integrate diversity and multiculturalism into employment practices and professional development and academic and non-academic activities to expand the perspective of living and working within a global society

Initiative 4.3.1 Professional Development on Diversity Topics

Initiative 4.3.2 Marketing Job Vacancies

Initiative 4.3.3 Diversity Recruitment

Objective 4.4 Work Environment (Sarah, Bill)
Maintain a healthy, safe, and sustainable environment