Jackson State Community College
Strategic Planning Committee
April 6, 2018 (9:00-10:30)
Jim Moss Center for Nursing – Room 203
Agenda

1 – Welcome
Dr. Hamilton began by welcoming everyone to the meeting and providing an overview of the meeting. The main focus of the Strategic Planning committee is to set the direction for the future of JSCC.

2 – Overview of meeting
- ✓ **Why**
- ✓ **Timeline**
- ✓ **Mission/Key Priorities**
- ✓ **2018-2018 Reviews and Themes**
- ✓ **Culture of Data/Use of Data**
- ✓ **Summer 2018**
- ✓ **Moving forward 2018-2019**

3- PowerPoint Presentation- See attached PowerPoint.

Follow up – Action items:
- Send PowerPoint Presentation to SPC – (Sent 4/6/2018, minus TBR data dashboard slide.)
- Send out TBR's Data Dashboard link, once live.
- Share the Inventory of Primary Assessments with SPC.
- Next SPC meeting will be in September 2018

Spring 2018 Strategic Planning Committee

JSCC – April 6, 2018

Agenda

Why?
Timeline
Mission/Key Priorities
2017-18 Reviews and Themes
Culture of Data/Use of Data
Summer 2018
Moving forward: 2018-19

Why?

Start with Why (Simon Sinek, 2011)

Why

What

How

Timeline

2015-2020 Strategic Plan versus 2015-2025 Strategic Plan

2015-25: "Go Live" of Strategic Plan (JSCC 2015-20)
2016-17
2017-18
2018-19
2019-20: JSCC develops a 2020-25 Strategic Plan with plans for submission for TBR approval at March 2020 TBR Quarterly Board meeting.
2020-25: "Go Live" of Strategic Plan

JSCC Mission

"JSCC provides accessible learning opportunities that enhance the lives of individuals, strengthen the workforce, and empower our diverse communities by offering traditional and contemporary associated degrees, certificates, continuing education and enrichment, and college-readiness programs." (JSCC Mission)

JSCC *2015-2020 Strategic Plan* ("Roadmap")

a. Access
b. Student Success/Completion
c. Quality
d. Efficiency/ Resourcefulness
e. New: Workforce Development

2017-18 Reviews/Themes

- ✓ Summer 2017-18
- ✓ 9.25.17: Strategic Planning Committee
- ✓ October-March: Review Teams
- ✓ 4.6.18: Strategic Planning Committee

g access to higher education for the diverse communities that it serves is a principal focus for JSCC

- **Access Priority 1:** JSCC will increase participation levels of the diverse communities in its service area with particular attention given to underrepresented minorities, underserved populations, and other targeted subpopulations.
  - ✓ **Access Goal 1.1:** JSCC will increase overall enrollment (Headcount) and FTE for fall and spring semesters.
    - ✓ Metric: Student Counts (THEC beginning-of-term data file)
    - ✓ Data Source(s): 14th Day Census File
    - ✓ Initiatives: TBR Strategic Plan (SP); THEC Outcomes Progression; reorganization of Admissions recruitment area; implementing JSCC Enrollment Management Plan; Expanded academic program offerings (e.g. AAS Respiratory Care); expanded sites of instructions (e.g. Paris); TN Promise; TN Reconnect; addition of physical buildings on main campus (Health Sciences and Nursing); addition of new and emerging technologies (e.g. radiography equipment, nursing simulators, science labs); TN Promise Forward grant (e.g. Kathy Fisher); Increasing dual credit initiative, examining potential graduate data, conversion of dual enrollment students, what programs do students attend?, using Programs of Excellence as attraction, engagement opportunities-athletics, clubs, TN Promise, increased enrollment opportunities at off-campus centers, providing full "college experience" on campus, putting dollars behind student engagement, options or choices for events, clubs, food service, athletics, etc.
    - ✓ Opportunities: e-rate for bordering counties; expansion of JSCC out-of-state service area; online degree offering(s)
  - ss **Goal 1.2:** JSCC will increase the enrollment and FTE of targeted subpopulation
    - Promise, Adults, Veterans, Healthcare, Dual Enrollment, and Mal

2017-18 Reviews/Themes

✓ Branding and Marketing
✓ Communication
✓ Community and outreach
✓ Development and learning
✓ EPSOs: Dual Enrollment and Dual Credit
✓ Facilities: Physical buildings, off-campus centers
✓ Fiscal resources: Institutional (grants, efficiencies, unknowns), Student
                                                                    (barriers)
✓ Focus populations: TN Reconnect Learner; Veteran/Service Learner; ATD
                                                                    Learner
✓ Foundation and fundraising
✓ Partnerships: High schools, TCATs, 4-year colleges and universities,
                                                    business/industry, and community
✓ Relevant courses, programs, and services
✓ Scheduling and modalities: Evening, Weekend, Hybrid, DL
✓ Student engagement: Events, Clubs, Activities, Athletics
✓ Workforce education and development

2018-19 Reviews/Themes

Summer 2018-19
9/18: Strategic Planning Committee
October-March: Review Teams
4/18: Strategic Planning Committee

Example: Review Team (RT)

2017-18 RT: Resourcefulness and Efficiency

2018-19 RT: Resourcefulness and Efficiency
Priority 2: JSCC will address fiscal constraints through the development of other sources of support.
Goal 2.1: JSCC will increase the amount of funds raised through sources other than state appropriations and student tuition/fees.

Relationship Between the TBR and Jackson State's Planning and Evaluation Processes

TBR Strategic Plan	Mission and Vision; Priorities; Goals; Expected Outcomes
JSCC Strategic Plan	Mission and Vision; Priorities; Goals; Expected Outcomes
JSCC Unit(s) Strategic Planning	Unit Goals; Expected Outcomes
JSCC Individual(s) Strategic Planning	Individual Goals; Expected Outcomes

Culture of Data and Use of Data

System-wide Data (THEC and TBR)

JSCC Data

External Data:
- ✓ Emsi (Economic Modeling)
- ✓ CCSSE/SENSE (2017 Key Findings)
- ✓ Economic reports to the Governor

Culture of Data and Use of Data

Instrument	Description of Instrument	Frequency	Implementation Schedule	Responsible Area	Who analyzes the data? (primary assessor(s)	Use of Results/Expected Outcomes
Community College Survey of Student Engagement	A survey for college students (not including dual enrollment) who are taking classes on campus to gauge engagement in and out of the classroom. The survey provides JSCC with information about the student experience that is not captured elsewhere.	Every other academic year	spring terms	Institutional Research	Key Findings are shared with campus as a whole. Specific pieces of data are shared with various groups on campus who are focused on different subgroups of students.	CCSSE is used as part of the Quality Assurance Funding report, and it is scored using JSCC's previous scores as well as CCSSE's overall data. This survey provides JSCC with information on the student experience that we cannot/do not get elsewhere. The data can be broken down into very specific subsets in order to really view the experience of a particular type of student.

Upon completion of 2017-18 AY, the Strategic Planning Committee member should be able to…

- ✓ Define strategic planning
- ✓ Describe the components of JSCC's Mission
- ✓ Identify the key priorities
- ✓ Identify a sampling of initiatives, gaps, and improvements within each priority
- ✓ Outline JSCC's Strategic Planning Committee (membership, process, timeline)
- ✓ Explain JSCC's planning with TBR planning
- ✓ Understand the role of data/use of data

- ✓ Formulate the *WHY*

Thank you!