

Strategic Planning Committee
February 7, 2022
9:00 a.m. – Noon
Foundation Board Room and Zoom Option

Attendees:

Dr. George Pimentel
Dr. Kyle Barron
Dr. Tom Pigg
Tim Dellinger
Dr. Liz Mayo
Patti Tanski-Mego
Erin Delle
Christi Tall
Melissa Lyles
Terri Messer
Dr. Patrick Davis
Kim Warren-Cox
Dr. Anna Esquivel
Sara Youngerman
Dana Nails
Preston Turner
Will Shull
Robin Marek
Dr. Paul Morgan

Absent:

Kim Benson

Dr. Pimentel began the meeting by sharing the key priorities from JSCC's 2015-2020 Strategic Plan, an example of a goal and action items for JSCC's new Strategic Plan and TBR's updates 2015-2025 Strategic Plan.

The group discuss the three areas of focus for TBR's strategic plan.

1. Open Access
2. Completion
3. Community/Workforce Development

Below is an overview of the conversation:

1. Open access

- Delivery Modes
- JSCC will better review data to driven modalities for course offerings.
- Provide orientation and training to these students.

- Affordability
- JSCC is not free. Need to explore ways to assist with expenses not covered by state aid. Is the solution OER, scholarships, etc.
- Inclusion
- We serve a diverse population. All should feel welcome. Support services and mental health services are important.
- We need to ask are we providing programs to those populations that help them achieve economic mobility?
- Having staggered office hours to assist those needing after hours service.
- The diversity of access is one of our strength. We have all types of students learning together. You will never sit in a classroom at a university like a community college with well qualified faculty not grad assistance.

- Reaching students before college
- We are the community's college. They should know us well before attending college.
- We should look at Boot camp for juniors that need assist with math and English.
- What if service learning were more directed by community need? That would help others recognize that JSCC is invested in the community and we are a part of them.
- We are not in the community the way we want to be but we need to have facilities that bring and host the community.

- Open Door
- We are seeing students that are not as academically prepared choosing to come here. Perhaps we embrace it and better prepare to serve that population.

We don't offer the college experience. We do not have a school that looks like a college. We need to embrace who we are but serving academically underprepared is not all we do are JSCC. We are affordable with high quality programs. We have to educate the parents as well as the student.

2. Retention and Completion

- Barriers to Student Success and Holistic Support
- A lot of our students have barriers inside and outside the classroom. These obstacles cause them to give up. The team discussed these barriers and the need to serve students completely.
- Seven-week classes/Co-horts
- Students can focus on a couple classes for seven weeks and get a bit of a rest before starting another seven weeks.
- CIT and Business are utilizing seven-week courses.
- Students tend to disappear at mid-term. The goal of completion in gen ed programs, seems unachievable. Students are rewarded after seven weeks with the credit and grade. It gives them achievable goals with praise at the end.
- Maybe do co-requisite as co-horts.

- Engagement
- It is almost a constant engagement with our students to keep encouraging them to keep going. Faculty try but it is tough. Dr. Pimentel – We need to stop selling classes and start selling programs.
 - Online students need assistance. They do not know about resources or understand them, they need help. We sometimes forget they are out students as well. If we have event, we need to target these students. They may not travel to campus but they may travel to an off-campus center.
 - Zoom meeting/office hours for online students has worked for some online students.

- Orientation/Advising
We need to help students understand why they take general education classes within a program. We also need to have honest conversations with students on matching academic skills with academic programs for their success.

- Faculty Development
Are modes of delivery effective in certain areas? We need professional development and grant opportunities for faculty. We need learning communities. An area for teaching and learning could help.

- Funding
While total number of graduates is one area of measurement for funding, retention is the key for strategic planning.

- Potential goals
 - Improve enrollment by X
 - Improve pass rates in ATD Gateway Courses by X
 - Improve number of qualified applicants in AAS Programs by X
 - Improve retention rates by X
 - Improve retention rates from fall to spring by X
 - Improve summer enrollment by X

3. **Community and Workforce Development**

- **Becoming a Community Partner**
- The more we have people on campus, the better community partners we become.
- We need to get the community to buy into JSCC. We need to better connect our community with our students.
- Sister institutions have art galleries. We need things like that to introduce others to campus. Can this be added into the A building redesign?
- Many are craving a cultural experience, we need to be that hub for our community.

- We should look strategically at where we invest our money. We need to be more deliberate in all being recruiters in our communities with a coordinated schedule of activities.
- Potential goals
- Increase interactions between community and students.
- Create more community focused cultural experiences on our campus.
- Expand opportunities for student outreach and increase engagement with promoting programs and services.
- Increase giving to the JSCC Foundation by X
- **Workforce**
- The Ford announcement is big but will also impact our current industry partners. Us trying to continue those partnerships are imperative. We also need to look at the companies that will be supplying FORD.
- Everything we do is improving the quality of the workforce.
- JSCC should be a place to create and solve community issues. Can we become a think tank for community partners? This is the place you come to help solve problems.
- The team discussed the need for students to learn soft skills but earn certificates or some type of recognition that can be marketable on resumes. Look at Texas' 60 by 30 plan.
- Will we have a large population on non-native English speakers? Should we bring in a ESL program? Should we help Haywood County and West Tennessee on other cultures?
- The committee discussed Workforce has to be financially self-supported. A renewed focus has been shifted to workforce and the funding to support the focus is needed.
- Potential goals
- Expand opportunities to support cultural competency and developing the whole employee.
- Increase workforce hours by X

Today's conversation will be developed into draft goals for each focus area. If committee members think of goals they would like included, please send them to the President's Office by noon on Friday, February 18. A list of those draft goals will be shared at our next meeting on Monday, February 21 from 10:00-noon.