



# Strategic Plan

## 2006-2010



### **Mission Statement**

Somerset Community College, located in south-central Kentucky, is a comprehensive community and technical college with a mission to provide quality, affordable, and accessible educational and training opportunities that address the needs of its district. The college offers students educational experiences and associated services through traditional campus-based and distance learning modalities that promote intellectual curiosity and lifelong learning and encourage aesthetic awareness and social responsibility.

Somerset Community College will provide:

- ◆ Academic, general education, and technical curricula leading to certificates, diplomas, and associate degrees;
- ◆ A general academic curriculum of university-parallel courses and programs meeting requirements of the first two years of a baccalaureate degree;
- ◆ Technical and occupational curricula designed to meet current and future workforce needs;
- ◆ A comprehensive program of remedial and developmental education;
- ◆ Customized training to meet the changing needs of business and industry;
- ◆ Adult and continuing education; and,
- ◆ Associated services including, but not limited to, library services, cultural and enrichment opportunities, information technology resources, and appropriate student support services.

Approved:  
SCC Board of Directors 3/14/02  
KCTCS Board of Regents 10/4/02

**Somerset Community College  
Strategic Goals  
2006-2010**

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<b><u>C</u>ommunication</b>	Provide strategic communication to all constituents
<b><u>A</u>ccess</b>	Promote access and success for a diverse population
<b><u>L</u>eadership</b>	Develop and encourage innovative and visionary leaders for the College and the community
<b><u>L</u>earning Environment</b>	Focus on learning as the chief priority and driving force

**KCTCS  
Strategic Goals  
2006-2010**

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- ◆ Promote excellence in teaching and learning
- ◆ Increase student access and success
- ◆ Expand diversity and global awareness
- ◆ Enhance the economic development of communities and the Commonwealth

### **Strategic Theme I: Communication**

The College will strategically communicate to all its constituents to build greater awareness of its educational opportunities, economic development, and public service activities throughout the district, region and state.

- ◆ ***SCC Achievements*** Promote SCC through achievements of its faculty, staff and students.
- ◆ ***Site-based Coverage*** Increase site-based Public Relations coverage to reflect our diverse College district.
- ◆ ***Website Front Door*** Develop website to serve as the front door to SCC.
- ◆ ***Community Visibility*** Increase face-to-face visibility of College representatives in the communities we serve.
- ◆ ***Improve Internal Communications*** Address issues concerning internal communication through employee orientations, e-mail, the website, open forums, implementation of new phone system, and campus closed-circuit TV.

### **Key Performance Indicators**

- ◆ Achievement-focused media releases
- ◆ Number of site-based media releases
- ◆ Survey of communities' perceptions
- ◆ Campus climate and student satisfaction ratings

### **Strategic Theme II: Access**

The College will create a caring, learning-centered environment that promotes access to learning for students of all ages and diverse backgrounds and ensures their preparation for success in a global world.

- ◆ ***Advising and Registration*** Enhance the efficiency and effectiveness of advising and registration processes through innovative strategies, improved professional development and increased use of technology.
- ◆ ***High School Partnerships*** Partner with area high schools to improve preparation for college and increase awareness of college, career programs and credential requirements.
- ◆ ***Business, Industry, and Continuing Education*** Increase access to training and lifelong learning through partnerships with industries, agencies, businesses, and other organizations to provide increased access to training and lifelong learning.
- ◆ ***Retention*** Increase student success by fostering a caring, responsible environment that supports learning and improves retention.
- ◆ ***Diversity and Global Awareness*** Attract a diverse faculty and student body and embrace the richness of cultures and life experiences apparent in a global world.

### **Key Performance Indicators**

- ◆ Advising and registration quality ratings
- ◆ Annual enrollment data
- ◆ Percent of Kentucky Plan implementation
- ◆ CWED activity reports
- ◆ BIT enrollment figures
- ◆ Retention rate data
- ◆ STAR Center reports
- ◆ Student Support Services reports
- ◆ COMPASS data for developmental students

### **Strategic Theme III: Leadership**

The College will develop and encourage innovative and visionary leaders for the College, the community and the region by investing in its students, faculty, staff, and administration.

- ◆ ***Workforce Diversity*** Actively recruit, employ and retain a qualified, diverse workforce that is committed to the mission of SCC.
- ◆ ***Recognition System*** Provide a competitive recognition system that recognizes employees for individual and team effort and that encourages innovation.
- ◆ ***Professional Development*** Provide a comprehensive employee professional development/training system that incorporates up-to-date techniques and technology.
- ◆ ***Organizational Culture*** Ensure an organizational culture that promotes adherence to the KCTCS/SCC policies and procedures, quality performance, lifelong learning, and employee and student satisfaction in a safe learning environment.
- ◆ ***Resource Acquisition*** Utilize internal and external funding sources to ensure that employees have the necessary supplies and equipment to meet job requirements.

### **Key Performance Indicators**

- ◆ Percent of Kentucky Plan implementation
- ◆ Percent of merit bonus plan implementation
- ◆ Annual staff development participation
- ◆ Employee and student satisfaction with KCTCS/SCC policies and procedures
- ◆ Employee agreement with resource sufficiency
- ◆ External funding share of annual SCC budget

### **Strategic Theme IV: Learning Environment**

The College will shape its culture by making learning the chief priority and the driving force of all initiatives, decisions and policy development.

- ◆ ***Build Consensus*** Dialogue and build consensus at all levels of the College using a variety of discussion formats to identify learning outcomes.
- ◆ ***Professional Development*** Focus on training of all faculty, staff and administration to implement established learning outcomes.
- ◆ ***Learning Assessment Measures*** Identify methods of measuring learning outcomes.
- ◆ ***Implementation*** Implement strategies to identify and measure learning outcomes.
- ◆ ***Ongoing Assessment*** Assess efforts through data analysis to realign processes to achieve the College's learning goals.

### **Key Performance Indicators**

- ◆ Percent of participation in learning college dialogue
- ◆ Learning focused professional development hours
- ◆ Percent of units completing curriculum assessment plans
- ◆ Improvements in student success measures (retention, graduation, assessment)

