



2004 – 2005 College Priorities

Criteria for College Annual Priorities

The planning process at Southwestern Community College requires that all annual priorities be consistent with the long-term goals of the institution. In addition, all priorities must address at least one of the following criteria:

- , Contribute Toward **Enrollment Growth** at the College
- , Contribute Toward **Income Growth** at the College
- , Contribute Toward the Ability of the College to Receive **External Funding**
- , **Position** the College to Receive Funding
- , Contribute to Overall **Efficiency** at the College
- , Enhance the Overall **Quality** of the Programs or Services of the College
- , Contribute Toward the **Sustainability** of Programs or Services of the College
- , Enhance the Ability of the College to Provide Those Services Which Will Assist the General **Advancement** of Those Communities in Jackson, Macon and Swain Counties

Institutional/Strategic

1. Launch the NCCCS Information System of the Future at SCC
As part of the state-wide deployment of a new centralized information system, SCC will be implementing the Financial and Personnel components of the system
2. Implement a First Annual Resource Development Agenda
The SCC Foundation and Grants Office will use this integrated resource development plan to guide their activities—proactively aligning college needs and resource development vehicles (i.e. grants, major gifts, special events, direct mail) to achieve the greatest measure of success.
3. Provide Leadership for Regional Fiber Deployment
The college will serve as the Community Interest Partner in BalsamWest FiberNET, a new telecommunications company founded by Drake Enterprises and the Eastern Band of Cherokee Indians. During the 2004-05 academic year, the college will guide the deployment of a middle-mile telecommunications network to the most rural and poor counties in BalsamWest's service area.
4. Operationalize New College Fiber Optic Network
With a gift of a robust fiber-optic network, the college will work to "light" the network and add applications through the upgrade of the interactive television system and a renewed emphasis on the Smoky Mountain Knowledge Network coalition.
5. Implement Comprehensive College Marketing Plan
The college will implement a comprehensive marketing plan which includes such things as: public relations, advertising, market research, advertising, internal communication, and the 40th Anniversary activities.
6. Engage in Preliminary Preparation for Reaccreditation Process by SACS
The college will evaluate its level of preparation (including an identification of possible compliance gaps) for the reaccreditation process by the Southern Association of Colleges & Schools (SACS). This preparation will include the identification of an issue which will be addressed by the Quality Enhancement Plan. The formal process will begin in January, 2006.
7. Open New Cashiers Center
With Jackson County's acquisition of a new facility, the college will be renovating, relocating, and opening a new center in Cashiers.
8. Construction of Macon Campus
During the 2004-05 academic year, construction on the new campus in Macon County will begin.
9. Implement Retention Strategies
In an effort to make a quantum leap in student retention, the college will engage in a number of high-energy activities including: implementing a recruiting plan linked to the college marketing plan, implementing Early Alert, Orientation, Recruit Back and persistence activities, implementing student career planning and job search initiatives, and implementing a student-centered service approach to providing enrollment services and support to prospective/current students.
10. Jackson Campus Development
To ensure that the Jackson Campus continues to meet the needs of the community the college will work with consultants to create a long-term master campus plan, consummate a number of land acquisitions, and plan for necessary capital projects.

Departmental/Tactical

Administrative Services:

1. Address Condition of Interior Road at Swain Center
2. Create Professional Development Committee & Plan
3. Campus Security Short Term Improvements & Long Range Plan

Instructional Services:

1. Real Estate Program—Faculty Resource Allocation
2. Medical Transcription Certificate
3. Cherokee Fine Arts Program
4. Implement Evening Cosmetology Program
5. Gaming Management Program
6. Experiential Learning for Carpentry Program
7. CyberCrime—Faculty Resource Allocation
8. Implement Distance Education Plan
9. Arts & Sciences General SACS Competencies
10. Re-establish Articulation Process with WCU
11. Create a Permanent SCC Faculty Center for Excellence in Teaching

Continuing Education:

1. Homeland Security Programming
2. Offer Advanced Business Clerical at LBJ
3. Basic Skills/ESL Marketing & Matriculation
4. Upgrade of Public Safety FATS System
5. Customer Service Training Program

Student Development:

1. Implement Phase II of the Student Career Initiative

Institutional Development:

1. Develop and Implement Plan for Improving Quality of Data Entered into College Systems
2. New Century Scholars/Collegiate Connections—Analysis and Evaluation
3. Assist Administrative Departments in Refining Planning Systems
4. Identify On-line Planning System
5. Form Router Online Survey Software
6. Evaluate Possibility of College Name Change

Telecommunications/Technology:

1. Off-Campus Computer Upgrades
2. Upgrades & Additions to Software Licenses