

# PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>	Hank Shuler	<b>Curriculum/Department:</b>	Swain Center
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>	
Develop the Swain Center into an economically viable facility through the heritage arts program and meet the needs of the small business community through counseling, seminars and conferences.		A nationally recognized heritage arts education center and recognized in the service area as the number one provider of business counseling and training.	
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>	
Motivated, creative staff with a high level of energy.		HVAC system that requires weekly maintenance Water system that requires daily testing Unpaved parking lot Unattractive entrance Noisy halls Lack of handicap parking Inadequate funding from County Lack of technology in the classrooms Inadequate security – some doors are easily broken into with a credit card Inadequate telephone system Lack of dedicated FAX line Lack of online registration and credit card payment capability Requirement of redundant information from previously enrolled students	
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>	
Large, flexible, historic facility Multi-purpose room Competitive pricing		Insufficient funding opportunities to make improvements, purchase equipment Inability to identify qualified instructors at pay rates which are mutually beneficial Inability to identify market and gauge market needs Insufficient marketing of programs	
College Goals	2006-07 Department Outcomes/Goals	Success Criteria (Method for measuring extent to which outcome is achieved)	Plan of Action (including resources needed)
1	Offer a Master Potter Certificate program. Two year program for evening students and six month program for day students.	10 enrolled students in each program	Design program courses Upgrade firing facilities Add additional classroom space Market
1	Offer a Master Medal Worker certificate program. Two year program for evening students and six month program for day students.	10 enrolled students in each program	Design program courses Upgrade facilities Market
1	Explore Silversmith/jewelry and wood turning programs	Go/no decision on programs	Research cost of equipment and facility design Seek funding sources
1	Deliver conferences from Swain Center and Harrah's Cherokee	1 conference per month	Delevop Harrah's relationship

Hotel		Explore topic areas Develop conferences Market
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<b>Criteria Results for 2006-07 Outcomes</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, etc.). Describe how you used the results to improve your program/department.
Offer a Master Potter Certificate program. Currently have 25 enrolled students in evening program	New website and brochure describing the courses and program. We have added two new kilns and two more classrooms. Many feel our facility is the best in WNC as a result of equipment purchases. Students are very excited about program.
Offer a Master Medal Worker certificate program. No enrolled students	It is not feasible to use existing facilities – either the Jackson Green Park or the SCC welding labs. Scheduling and equipment control are currently insurmountable problems.
Explore Silversmith/jewelry and wood turning programs. Continuing to explore	
3 events completed	Have conducted two art and craft festivals at Swain center attended by over 600 people and conducted a customer service conference at Harrah's attended by 125 people.

<b>College Goals</b>	<b>2007-08 Department Outcomes/Goals</b>	<b>Success Criteria</b> (Method for measuring extent to which outcome is achieved)	<b>Plan of Action</b> (including resources needed)
1	Complete kiln shed and install 3 kilns	In use	
2	Continue to explore metal, jewelry and woodworking programs	1 program identified along with appropriate funding amounts and sources	Prepare budgets for each Explore instructional availability Explore end market demand for artists
3	Expand pottery program to Macon County	10 enrolled students	Identify facilities Purchase equipment Promote program and enroll students

<b>Budget Item Description (Budget items requested from college funds)</b>	<b>Current Year Budget:</b>	<b>Ongoing Operational Budget:</b>	<b>Expansion Budget:</b>

Supplies-	16,978	8,964	8,014
Equipment-	42,825	25,545	18,280
Travel-	5,000	5,000	
Program Accreditation-			
Other- Instruction	41,854	33,354	8,500
<b>TOTALS</b>	<b>106,657</b>	<b>72,863</b>	<b>33,794</b>

**Mid-point Review**

**Progress Notes:**