

## SECTION IV 2008-2009 Institutional Priorities

Priority	Benchmarks / Point Person
Pursue Enrollment Growth (FTE)	<ul style="list-style-type: none"> <li>• 3 to 5% curriculum growth concentrating on programs with particularly strong and sustainable growth potential relative to cost/<i>Gene</i></li> </ul>
	<ul style="list-style-type: none"> <li>• 3 to 5% continuing education growth concentrating on programs with particularly strong and sustainable growth potential relative to cost (increase distance learning programs &amp; vocational training programs)/<i>Susan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Further refine the college-wide marketing plan, integrated with the recruiting plan and aligned with college priorities and the budget process that includes a clear message, powerful publications, and targeted advertising/<i>Rose Garrett</i></li> </ul>
Enhance Student Learning, Faculty Teaching, and Business Operations Through Technology	<ul style="list-style-type: none"> <li>• Plan for a campus-wide document imaging system to be implemented in 2008-09/<i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Implement a campus web-portal/<i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Provide storage area network (SANS) backup and storage for Jackson Campus, Macon Campus and Swain Center/<i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Upgrade the Jackson Campus phone system/<i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Develop and implement a media content server/ <i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Install the network infrastructure including wireless access points throughout the Jackson Campus/ <i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Virtualize the lab environment to allow easier access to classroom software/ <i>Ryan</i></li> </ul>
Develop College Facilities	<ul style="list-style-type: none"> <li>• Apply to NCCCS for campus status for Macon Campus/ <i>Connie</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Complete Facility Master Plan with list of future capital projects/<i>George</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Work with Macon County Commissioners on plans for transition building on the Macon Campus/ <i>Connie</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Finalize N.C. Forest Service property transfer for Jackson Campus/<i>George</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Proceed with construction of new classroom building once Forest Service property is secured/ <i>George</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Secure school bus garage property/ <i>George</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Finalize N.C. DOT property transfer (tract between Pines Building and Alley House) for Jackson Campus/ <i>George</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Monitor Allman property/ <i>George</i></li> </ul>
Align Processes Associated With Strategic Planning, Resource Acquisition, & Deployment	<ul style="list-style-type: none"> <li>▪ Quantify resource needs of college through budgeting process/<i>Executive Council</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Allocate existing resources to meet needs- and identify gaps in funding/<i>Executive Council</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Create Resource Development Plan to meet gaps/ <i>Executive Council</i></li> </ul>

<b>Priority</b>	<b>Benchmarks / Point Person</b>
Mitigation of Travel Costs for Students, Faculty & Staff	<ul style="list-style-type: none"> <li>▪ Add a section to the college webpage that would increase awareness of transportation and scheduling options to help reduce travel costs- would also include links to area transit authorities/ <i>Phil Weast</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Conduct a comprehensive review of the schedule of offerings and delivery with one of the benefits being a reduction of travel costs for students and faculty/ <i>Gene</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Maximize online, hybrid and ITV offerings/ <i>Gene</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Investigate feasibility of synchronous online course offerings/ <i>Ryan</i></li> </ul>
	<ul style="list-style-type: none"> <li>▪ Publicize various college initiatives associated with mitigating travel costs for students, faculty &amp; staff/ <i>Rose Garrett</i></li> </ul>