

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Hank Shuler, Russ Seagle, Karmen Reis	Curriculum/Department:	Swain Center
Purpose/Mission Statement		Vision Statement, 3-5 years	
Develop the Swain Center into an economically viable facility through the heritage arts program, meet the needs of the small business community through counseling, seminars and conferences, and meet the needs of the business and industry community through customized training and consultation.		A nationally recognized heritage arts education center and recognized in the service area as the number one provider of business counseling and training.	
Departmental Strengths		Departmental Weaknesses	
Motivated, creative staff with a high level of energy. Wonderful equipment and facilities for clay.		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	
Departmental Opportunities		Departmental Threats	
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	2007-08 Department Outcomes/Goals	Success Criteria (Method for measuring extent to which outcome is achieved)	Plan of Action (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

Criteria Results for 2007-08 Outcomes Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, etc.). Describe how you used the results to improve your program/department.
1. Kiln shed completed, kilns installed and in use.	Has brought a new dimension to pottery program by being able to teach high-fire techniques
2. Not accomplished	
3. Not accomplished - could not locate appropriate facilities	

College Goals	2008-09 Department Outcomes/Goals	Success Criteria (Method for measuring extent to which outcome is achieved)	Plan of Action (including resources needed)
1	SBC will plan and execute a business start-up retreat. "Business Basics for Boomers and Beyond" will target would-be entrepreneurs over age 50.	Run a class with at least 10 students.	See support from local resort for services and promotion.
1	Business & Industry will reach out to non-manufacturing businesses and offer classes to those sectors (i.e. health care).	Run at least 6 classes with at least 10 students in each class.	Access need for classes among various market segments
1	Heritage Arts will seek growth in the pottery program	10% growth in program.	Seek addition low-cost marketing outlets
5	SBC will work with the Sequoyah Fund and Cherokee Business Development in developing a program to enhance entrepreneurship on the Qualla Boundary.	Recruit at least 5 entrepreneurs into the program and demonstrate increase in sales/decline in costs.	In collaboration with partners, develop program guidelines. Recruit participants. Run program. Evaluate results
3	Business & Industry will enhance promotion of services to community including delivery of computer classes in places of employment.	10% growth in program	Revise the web page content for B&I. Work with PIO to publicize successes. Acquire laptop computer lab.
2	Heritage Arts will seek collaboration and funding for a regional pottery guild, visiting artist program, and community wood-fire kiln.	Guild with at least 25 members established and visiting artist program established with at least 5 visiting artist workshops presented during year, and at least 2 community wood-fires..	Cultivate collaborative partners. Obtain outside funding. Develop web site(s). Locate and contract with additional artists. Promote and assess results.
3	Swain Center will continue to enhance facilities to include signage, landscaping, ashcans, and a wet vacuum.		

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-	18,800		
Equipment-		26,154	
Travel-	5,000		
Program Accreditation-			
Other-			
TOTALS	23,800	26,154	

Mid-point Review

Progress Notes: