

## SECTION IV

### 2004-05 Institutional Priorities by College Goal

1. Seek excellence in learning and teaching for transfer, vocational and technical education, literacy development, business and industry training and life long learning in an accessible format to serve a diverse population.
  - Real Estate Program—Faculty Resource Allocation
  - Medical Transcription Certificate
  - Cherokee Fine Arts Program
  - Implement Evening Cosmetology Program
  - Gaming Management Program
  - Experiential Learning for Carpentry Program
  - CyberCrime—Faculty Resource Allocation
  - Implement Distance Education Plan
  - Arts & Sciences General SACS Competencies
  - Re-establish Articulation Process with WCU
  - Create a Permanent SCC Faculty Center for Excellence in Teaching
  - Homeland Security Programming
  - Offer Advanced Business Clerical at LBJ
  - Basic Skills/ESL Marketing & Matriculation
  - Upgrade of Public Safety FATS System
  - Customer Service Training Program
  
2. Maintain a nurturing learning environment by providing comprehensive support and intervention services for every individual.
  - 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.*
  - Campus Security Short Term Improvements & Long Range Plan
  - Implement Phase II of the Student Career Initiative

3. Proactively identify, acquire and maintain college resources to support the vision, mission and goals of the college.

- 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.*
- 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.*
- 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.*
- 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.*
- Construction of Macon Campus  
*During the 2004-05 academic year, construction on the new campus in Macon County will begin.*
- 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.*
- Address Condition of Interior Road at Swain Center
- Off-Campus Computer Upgrades
- Upgrades & Additions to Software Licenses

4. Attract and retain quality employees and provide for their personal and intellectual growth.

- Create Professional Development Committee & Plan

5. Develop cooperative community-based relationships which contribute to the cultural, economic, educational and social betterment of the region.
  - 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.*
  
6. Assess institutional effectiveness as part of the planning and renewal process based on continuous improvement principles.
  - 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.*
  - Assist Administrative Departments in Refining Planning Systems
  - Identify On-line Planning System
  - Form Router Online Survey Software
  - Develop and Implement Plan for Improving Quality of Data Entered into College Systems
  - New Century Scholars/Collegiate Connections—Analysis and Evaluation
  
7. Effectively promote the college to the community.
  - 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 40<sup>th</sup> Anniversary activities.*
  - Evaluate the Possibility of College Name Change