

Southwest Virginia Community College

Complete 2021: One Goal, One Future

2015/2016 Goals

Connection

VCCS Goal: Increase VCCS annual admissions applications from 110,000 to 130,000 by 2017

SWCC Goal: Increase SWCC fall admission applications to 1,600 in Fall 2016 and 1,700 in Fall 2017.

Business, Engineering and Industrial Technology Division:

- Offer at least one PluggedIn VA Cohorts in Carpentry, Precision Machining, Mechatronics and Welding each semester
- Offer at least one Fast Track cohort to meet local high demand employment needs
- Create an AAS Technical Studies Certificate in Advanced Manufacturing
- Sponsor Governors School on SWCC campus with two career tracks in July 2016
- Implement two new Open Educational Resources (OER) courses
- Conduct an OER workshop with dual enrollment teachers conducted by Dr. Richard Sebastian
- Offer two new hybrid/weekend courses to reduce transportation costs to students
- Host Boy Scout **Merit Badge College** in Spring 2016 with opportunities and training relating to BEIT programs to Boy Scouts in area and region and increase participation by 20%
- Host Girl Scout **STEMboree** camp in June 2016 that introduces Girl Scouts to opportunities and SWCC STEM related programs and technologies.

Student Success:

- Increase annual FTE's by 1 percent
- Develop an annual recruitment template and integrate with high school career coach efforts and programs
- Conduct high school tours in the fall to recruit approximately 800 students
- Conduct College Interviews & Financial Aid Seminars in the area high schools
- Host community recruitment event in the spring to combine Family Day/Test Drive/Super Saturday into one comprehensive, engaging event for total college recruitment with an application drive
- Redesign high school tours to maximize captive audience engagement and translation to increased number of applications
- Include a service-learning component for the SGA student leadership course to increase community visibility and awareness of the tie between the community college and the community

- Conduct veteran recruitment/application drive efforts to increase applications by 5%

Off-Campus & Dual Enrollment:

- Continue to provide academic outreach directly to off-site students via email and visit to at least three sites per semester
- Complete the process of taking control of the Russell County Government Facility from UVA-Wise, offer at least two new courses in the fall and spring semester, and rename it the ***SWCC-CET (Center for Education and Training)***

Public Relations:

- Facebook, 450 – 500 posts, Engagement – 3,500, a 9% increase, Comment Likes – 2,000, 3% increase
- Twitter, 450-500 posts, Impressions – 60,000, 6% increase, New Followers, 170, 6% increase
- NEW SOCIAL MEDIA (to roll out Spring 2016), Instagram

Entry

VCCS Goal: Increase admissions applications enrollment yield to 60% system-wide

SWCC Goal: Increase number of application enrollment yield from 50% in 2014 to 55% in Fall 2016, and 60% in Fall 2017

Business, Engineering and Industrial Technology Division:

- Host Career Fair and opportunity Showcase for current and prospective students and increase student participation by 35% and area and regional employers and increase employer participation by 50%

Student Success:

- Increase the number of students receiving federal, state, or local funds/scholarships by 5%.
- Map processing for student applications to ensure system efficiency
- Develop, clarify and train SWCC faculty and staff on the SWCC Advisement Model
- Develop a centralized repository for all SWCC faculty and staff to access advisement documentation for consistent communication with students
- Evaluate and correct all missing prerequisites in SIS to ensure registration integrity
- Conduct the Upward Bound Summer Bridge project for recent high school graduates which pays for 6 credits and books for Upward Bound alumni

Foundation:

- Establish and/or endow 25 new scholarships
- Revamp the scholarship processes by placing applications on-line
- Utilize the STAR software to allow the review committee access to student data used to determine scholarship awards

Grants:

- Seek institutional wide grant funds totaling at least \$8,000,000
- Apply for student scholarships of \$140,000 annually over 5 years (\$700,000 total) from National Science Foundation grant program
- Seek \$450,000 in new funding for student scholarships through Tobacco Commission
- Seek funds to sponsor STEM Quest Camp Initiative
- Develop proposal, in conjunction with the Educational Foundation, to seek \$600,000 in student scholarships over two years

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Continue to provide books and tuition to Human Services and Certified Substance Abuse Counselor students who qualify through HRSA

Upward Bound:

- Continue the Summer Bridge project where the summer after secondary graduation UB pays for 6 credits and books for UB graduates
- Continue to have Upward Bound students to the president's home for a laboratory experience in CO2 model car construction during the summer program
- Transform the robotics team structure to create one "mega" team focusing on the Upward Bound Math and Science program while supporting UB students on teams which are already established at their target schools

Progression

VCCS Goal: Increase overall VCCS Fall-to-Spring Retention to 71% System wide

SWCC Goal: Increase SWCC Fall 2015-to-Spring 2016 retention by 2% (71%). Increase SWCC Fall 2016-to-Spring 2017 retention by 2% (73%).

VCCS Goal: Increase overall VCCS Fall-to-Fall retention to 60% system-wide

SWCC Goal: Increase SWCC Fall 2014-to-Fall 2015 retention by 9% (51%). Increase SWCC Fall 2015-to-Fall 2016 retention by 9% (60%)

Academic & Student Services:

- Provide a campus-wide Quinn training session conducted by VCCS staff

Student Success:

- Implement marketing campaign for retention services “SWCC G.P.S.” (Going Places with Student Support)
- Standardize retention calendar template and engage additional staff in retention outreach efforts
- Increase visibility of tutoring supports by establishing a presence in all academic buildings, as well as implementing an email campaign to faculty to do classroom presentations at the beginning of the semester
- Conduct and promote Registration Clinics on campus during activity period with student incentives for early registration prior to the end of each term
- Offer instructor training in conjunction with the Distance Learning & Instructional Technology department regarding ADA requirements, changes and technology supports that can be utilized
- Promote disability services at orientation events and via the student email listserv to increase awareness of the process needed to receive disability accommodations.

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Provide two workshops to students enrolled in the Human Services and CSAC cohorts
- Offer five additional traditional, in class sections of MTE modules

Completion

VCCS Goal: Increase the overall VCCS graduates in associate degrees, certificates and career studies certificates by 6,000 over FY2017

SWCC Goal: Increase SWCC total awards for AY2015-2016 by 58 (662) to include increased Associates degree awards by 25 (282), Certificate awards by 20 (231), and Career Studies Certificates by 13 (143).

SWCC Goal: Increase SWCC total awards for AY2016-2017 by 58 (720) to include increased

Associates degree awards by 25 (307), Certificate awards by 20 (251), and Career Studies Certificates by 13 (156).

Business, Engineering and Information Technology Division

- Increase number of graduates by three percent

Student Success:

- Implement a solution for SIS advisee update measures to allow for clear faculty advisement and increased completion intervention.
- Implement SIS evaluation and Completion Campaign for students who have significant credits but who have not applied for graduation.
- Create an alumni connection system to ensure postsecondary completion of Upward Bound graduates.

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Promote transfer initiatives through the Virginia Tech project and increasing transfers by five percent
- Offer certificate in Substance Abuse Counselor program to at least two cohorts and increase enrollments in the program by five percent

Academic & Student Services

- Pursue the capabilities to auto-award degrees

VCCS Goal: Base-line data on top-business demanded industry certifications and licenses offered at each college and college-generated evidence of the number of students earning the intended industry certification or license as a numeric value and as a percent of students who complete noncredit training in preparation for industry certification or license [Year 1]

Community, Workforce and Economic Solutions [CWES]:

- Survey Employers in 3 industry sectors in 2015-2016 to determine the need for college courses, programs, training/retraining
- Increase the numbers of clients served by SBDC and PTAC by five percent
- Meet the target set by VCCS for Career Readiness Certificates
- Implement Workforce Enterprise System which tracks workforce initiatives
- Increase the credentials obtained by students taking non-credit courses by five percent
- Enhance partnership with workforce divisions at MECC, VHCC, and WCC by undertaking at least two new initiatives

VCCS Goal: Increase the number and percent of students for which college obtains evidence of industry certification or license completion [Year 2]

- No item for this goal until Year 2

VCCS Goal: Secure resources for an outcomes based funding formula for workforce credentials

- Southwest Virginia Community College will support the VCCS efforts to secure resources for an outcomes based funding formula

Affordability & Sustainability

VCCS Goal: Secure funding for philanthropic and other investments for Year 2 of the Rural Horseshoe Virginia Initiative [RHVI]

- As a Horseshoe College, Southwest Virginia Community College will work with the VCCS to achieve this goal

VCCS Goal: Identify and implement efficiencies in college and system office operations

- SWCC will propose a site for the VCCS Shared Services Center

Human Resources

- Implement on-boarding system for new hires
- Conduct at least one interview workshop

Campus Wide

- Improve events based on surveys after each event

Risk Management

- Continue to collaborate with local, state and federal agencies to prepare, respond, recover and mitigate from any regional emergency initiative or incidents
- Adhere to compliance requirements for federal, state, local & VCCS related to risk management and emergency coordination