

**STRATEGIC PLANNING STEERING COMMITTEE
Meeting---August 7, 2018**

Agenda

- 1) Review data from the Environmental Scanning Taskforce

- 2) Review proposed mission and vision statements
 - a) Mission statement:
“ Northeast Texas Community College is a catalyst for life-long learning opportunities empowering our community through culturally diverse education, training, and discovery in a safe and supportive environment. ”

 - b) Vision statement:
“Northeast Texas Community College is to become a recognized educational destination and learning community.”

- 3) Review the current Strategic Plan Rubric

- 4) Modify/build six to eight Strategic Planning concepts and major objectives for each concept.

STRATEGIC PLANNING STEERING COMMITTEE

Meeting---August 7, 2018

Members Attending:

- | | |
|-----------------------|------------------|
| 1. Toni Labeff | 6. Bob McFarland |
| 2. Tawny Nix | 7. Eric posey |
| 3. Bob Hedges | 8. Glenn Weiss |
| 4. Shemetric Williams | 9. Judy Weiss |
| 5. Gaylon Barrett | 10. Alan Carter |

I. Toni Labeff of the Environmental Scanning Taskforce presented unemployment data for the NTCC service area along with a breakdown unemployment rates by gender, age, race, and education level. She also presented data with respect to 2018 target occupations for all of northeast Texas and the larger service area of east Texas.

II. The committee took a few minutes to review the mission statement and the vision statement, along with the five goals of President, Dr. Ron Clinton.

III. The committee then worked to develop a list of ten major planning concepts to form the basis of the five-year strategic plan. The ten major concepts are as follows:

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|--|---|
| 1. Student success | 6. Maintain the renovated campus |
| 2. Sustainable growth | 7. Safe and supportive environment |
| 3. Relevant engaging instruction | 8. Be a workplace of choice |
| 4. Integrated approach to learning & college operations | 9. Increase cultural and global awareness |
| 5. Innovative sources of revenue & Marketing | 10. Social services |

IV. The committee agreed to review these ten concepts and at the next meeting refine the statements and possibly reduce the major concepts to eight. The next meeting was set for August 21, 2018.

V. The meeting was adjourned.

ocused | Strategic Directions

Objectives Key Elements Desired Outcome

Leader Assessment Measures

Tasks

Year Five
NORTHHEAST TEXAS
 COMMUNITY COLLEGE

| Innovative Instruction | Campus Experience | Student Success | Cross-Cultural Experiences | Community Development | Tell the Story |
|---|---|---|--|---|--|
| Relevant, Active and Interconnected Instruction | Provide Students with Skills and Discipline Necessary to Succeed in College/Life | Resources to Achieve Objectives | Meaningful Cross Cultural Experiences for Students/Faculty | Educational Attainment, Economic Development, Health | Raise College Visibility and Reputation Regionally |
| Improve Student Engagement | Improve Student Engagement | Fund Innovations & Creativity | Connect students & college to the world outside East Texas | Improve Regional Health and Wealth | Enrollment Growth & Expansion of Resources |
| Instruction - Dr. Kevin Rose | Student & Outreach Services - Dr. Josh Stewart | Advancement - Dr. Jon McCullough | Instruction - Dr. Kevin Rose | President's Office - Dr. Ron Clinton | Advancement - Dr. Jon McCullough |
| CCSSE | CCSSE: Enrollment Targets | Foundation Annual Report | International Student Enrollment | President's Reports to Board of Trustees | Enrollment Targets; Campaign Goals |
| live/Collaborative Approach | Recruitment Focus of Student Services | Private Resources | Educational Travel | Improved College Administration | Marketing Campaign |
| Hybrid Courses Active Learning Week Formats | • Reorganization of team • Set goals • Execute plan | • Naming Campaign - \$2M • Endowment Campaign - \$25M \$5M | • Recruit faculty with international travel experience • Provide students/staff with travel opportunities | • Enterprise Systems • TSG Consensus | • Align to recruitment plan • New SMS with mobile app |
| Faculty/Professional Development In Course Workshops Teacher Academy File V / Coop | Success Coaching | Grant Resources | | Administrative Professional Development | Walls that Speak |
| Learning Integration Quality Matters Professional Development | Master-Schedule • Fitness/Wellness Activities • Lunch-n-learn | Articulate Success Values ? • Work • Education | | Meaningful Use of Systems • Budget Module in EX • Program Snapshots in EX | • Biggers exhibit • Campus signage (interior/exterior) • Interior design |
| the Programs Faculty Auto Assessable-AG Medical Assisting Ancient Sciences Fall Terms TE/Qual Credit Programs | Campus Improvement Plan • Bond Projects • Energy Retrofit Projects | Year Round Work Program | | Employee Wellness Committee | |
| Textbooks Seek Pilot Open Educational Resources (OER) | Student Housing • Evaluate Capacity Needs • Align Student Life with Housing | | | Community Awareness • Health • Economic Development • Quality of Life | |
| ally Enhancement Plan 4th Year Report | Faculty Housing ? | | | Healthy Dining Menu | |
| 7 Degrees @ 2-Yr College WKU-F | | | | | |

President Ron Clinton's five goals for the college:

- 1) Innovation for teaching, learning, and student success.
- 2) Growth--3700 students by 2023.
- 3) Fully integrated part of the community
- 4) A leader in raising the community's education, health outcomes, and economic development levels.
- 5) An enterprise that offers needed social services to students and community.

July 12, 2018

Planning Recommendations from the Steering Committee

Northeast Texas Community College Proposed Mission Statement:

"Northeast Texas Community College is a catalyst for life-long learning opportunities empowering our Community through culturally diverse education, training, and discovery in a safe and supportive Environment."

Suggested Strategic Plans:

1. Be fiscally sustainable
2. Promote social responsibility
3. Stay up-to-date with curriculum for local certifications and/or transfer purposes.
4. Stay aware of the trends of students, other colleges, and the community.
5. Promote the importance and value of life-long learning.
6. Send an Hispanic NTCC representative to each high school in the service area to speak with the parents of Hispanic Junior and Senior students to discuss: 1) benefits of a college education, 2) NTCC programs and curriculum, and 3) financial aid. By making the presentation in Spanish, the speaker will have an immediate connection with the parents.
7. Enhance the student experience from first contact through graduation.
8. Be a workplace of choice.
9. Belong to the community.
10. Leverage and strengthen the partnership with K-12 schools in the service area to improve college readiness and transition students to college.
11. Provide engaging and creative instruction.
12. Update computers and software. Offer our students the same technology they will be using in the workplace.
13. Be a catalyst to improve the quality of life for the community.
14. Be a catalyst to improve economic development for the community.
15. Promote the health and wellbeing of our students, staff, and community as a foundation for academic and life success.
16. Provide an environment that recruits and retains highly qualified faculty and staff. Identify the faculty needs for the next five years.
17. Develop outreach and extension programs.
18. Deliver highly competitive academic programs.
19. Increase cultural and global awareness for college personnel and students.
20. Improve the impact of the college on the community and service area.
21. Ensure a positive and efficient work and learning environment.
22. Partner with the military as a ConAP college. To possibly increase enrollment, which is Goal #2. Not many in this area except TJC.
23. Consider expanding to other counties beyond the 3-county taxing district. Have taxing and tuition incentives for the new counties. Goal #2.
24. Marketing on radio and billboards along the I-30 corridor. Goal #2 & #3.
25. As for the "Guided Pathways" program, every student should immediately be followed up with a face-to-face advisor to lay out goals and courses needed. Then follow up annually to check the progress of the student. According to Izenda, we have many who apply but only a low percentage actually enroll. This would help with "performance based funding", including additional funds for STEM and Allied Health Degrees.

26. Allied Health has many sites for clinicals throughout east Texas. A partnership with these hospitals could include recruitment for their employees. Goals #2, #3, and #4.
27. Integrated approach to learning and college operations focusing on CRW (customer relationships management) principles and technologies.
28. Creating a high performance system culture that engages our people, industry, and community to create a "higher education culture" in the NETX region.