



# Strategic Plan

## 2015 - 2018



## Letter From the President

As Jefferson State Community College celebrated its 50th year anniversary in 2015, the college also successfully refined its long-standing mission, vision and values. Building on these renewed principles, the college adopted a strategic plan to guide the college's short-term and long-term decisions.

The Strategic Plan evolved from comprehensive planning sessions involving faculty, staff, administration and community members. Two priorities - **Workforce Development and Student Success** - dominated the conversation, and dedicated workgroups were charged with developing priorities and practical initiatives for each goal. Assembled together, these priorities became our Strategic Plan which will allow us to fulfill our mission of serving our students and our community.



Keith A. Brown  
Interim President









# Our Mission

To educate and inspire our students, and provide them with the best possible pathway to achieve their goals.

# Our Vision

To be recognized as the most effective community college in the state of Alabama by providing individuals with knowledge and skills needed to function in a technologically demanding society.

# Our Values

Jefferson State is committed to:

- Providing accessible educational and workforce development programs
- Providing the services and environment necessary to assist its students in achieving their educational goals
- Building connections and partnerships beyond the campus that are inspired by common goals





# Our Priorities

## Workforce Development

At no time in Alabama's history has workforce development been more important. Education and skills training are the keys to economic success, individual prosperity and a better quality of life. Many high-paying jobs leading to successful careers can be secured through the attainment of an Associate's Degree or industry-recognized certificate. To match skilled workers with growing industries, Jefferson State will continue to partner with business and industry, secondary schools and the community to create specialized educational programs and career pathways for students.

## Student Success

When students succeed, everyone benefits. With a focus on raising the percentage of area residents holding postsecondary credentials, academic success is an essential, ongoing effort. Jefferson State will address diverse student needs and goals by improving the academic efforts in ways that meet the demands of 21<sup>st</sup> century students and foster seamless movement through courses.

## Strategic Priority:

# Workforce Development

**Expand, enhance and develop new career and technical education, allied health and workforce education programs.**

- Expand the Manufacturing and Technology Program to include options in Welding Technology.
- Develop Advanced Certificate and Degree Option in Manufacturing Systems Technology.
- Enhance the Culinary and Hospitality Institute
  - Upgrade the Jefferson Campus Culinary and Hospitality Kitchen Laboratory.
  - Develop new course offering in Nutrition with a focus on healthy cooking.
- Expand the Nursing and Allied Health Programs and workforce education programs, including CMA and Phlebotomy, at the Jefferson State St. Clair-Pell City Campus.
- Establish additional Career and Technical Education programs that meet the needs of business and industry.



## **Expand access and improve college and career readiness for all students.**

- Increase opportunities for students to achieve stackable credentials.
  - Offer Phlebotomy Certification as an option in the Clinical Laboratory Technology Program.
  - Provide the opportunity for CISCO Academy in the Computer Information Systems Program.
  - Expand the Funeral Service Education Program to include Crematory Operator's Certification.
- Create new opportunities for career and workplace readiness.
  - Offer additional short-term workforce training programs in high demand areas.
  - Support learning experiences and skill development through internships, co-ops, licensure exams, scholarships and dual enrollment opportunities.

# Strategic Priority: Student Success





## **Strengthen support for college persistence, completion, and goal attainment.**

- Improve opportunities for students to develop essential life skills.
  - Implement a first-year skills academy.
  - Improve student mentoring programs such as the College Readiness Seminars and the One-Stop Career Resource Center.
  - Develop a fast-track essential skills boot camp called “JSCC College to Career Connection.”
- Incorporate a variety of successful developmental education models that meet the needs of students.
  - Centralize developmental education courses into one department.
  - Employ emporium models to teaching developmental mathematics courses.
  - Enhance and expand tutoring labs and other student support services.
  - Increase opportunities for faculty professional development and best practices for developmental education.
- Enhance and support the learning process through the use of technology.
  - Construct a collaborative learning classroom that integrates technology.
  - Upgrade learning management system and increased software choices.

# Fast Facts

## Enrollment

8,826 For-Credit Students

## Tuition & Fees

\$146 per credit hour

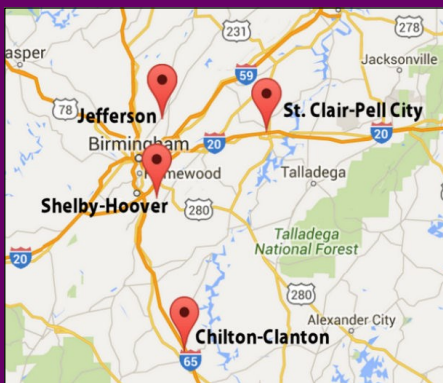
## Employees

340 Full-time and 440 Part-time

## Payroll

\$31.3 Million

# Campus Locations



# Economic Impact

- Jefferson State, along with its students and alumni, added \$438.7 Million in income to the college's service area during the 2013-2014 fiscal year.
- Jefferson State will benefit Alabama with \$1.8 Billion in added state income over the course of our students' working lives.
- For every dollar spent on Jefferson State, the community receives \$13.10 in benefit.







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