Strategic Plan

2015-2016 Progress Report Summary

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From the President

Southeast Community College launched its 2015-2019 Strategic Plan on July 1, 2015. The plan was developed through a comprehensive data-driven process that involved the Board of Governors, faculty and staff, students, and the local communities within the College's 15 counties in Nebraska and Iowa.

Introduction

The 2015-2016 academic year marked the first year under the College's institution-wide strategic plan. Significant efforts by the Strategic Enrollment Planning team in 2013-2014 laid the foundation for the

Strategic Goals Progress

Goal 1: Enrollment and Growth

Promote access to career and technical, academic transfer, and continuing education programs through proactive enrollment, student support, and program growth based on student, employer, and community demand.

2015-

Metrics [1]

This section includes the college-level metrics associated with Goal 1. Each metric connects to one or more strategic objectives listed below:

1.1 Promote enrollment growth in academic transfer programs based on course demand.
1.2 Promote enrollment growth in career and technical programs based on student and employer demand
1.3 Expand program and continuing educational opportunities (i.e., satellites and/or learning centers) based on community and employer needs.
1.4 Improve accessibility to programs and services among underserved student populations.
1.5 Enhance articulation of courses to 4-year institutions.
1.6 Strengthen recruiting, admissions, advising, and financial aid processes.
1.7 Promote enrollment growth among military veterans through proactive recruitment and support services.
1.8 Promote enrollment growth among homeschooled students through proactive recruitment and support services.
1.9 Enhance and expand image and awareness of the College's programs and services through innovative, comprehensive, and dynamic marketing and promotion strategies.

Figure 1

As shown in Figure 1, total undergraduate enrollment saw its most shallow decline in the past four years. Then the College observed its first spring enrollment increase in four years during the Spring 2016 quarter.

Figure 10

Figure 11

Figure 14

Figure 15

Bounce Rate is the percentage visits in which the person left a web site from the entrance page without interacting with th at page

Department-level Connections

Department-level Achievements

- Multiple on-campus recruiting events were held including the newly developed Discovery Days, which brought over 300 prospective students and 170 teachers and parents to campuses.
- To address employer demand, an Associate Degree Nursing option was developed and approved

Figure 18

Figure 19

Figure 22

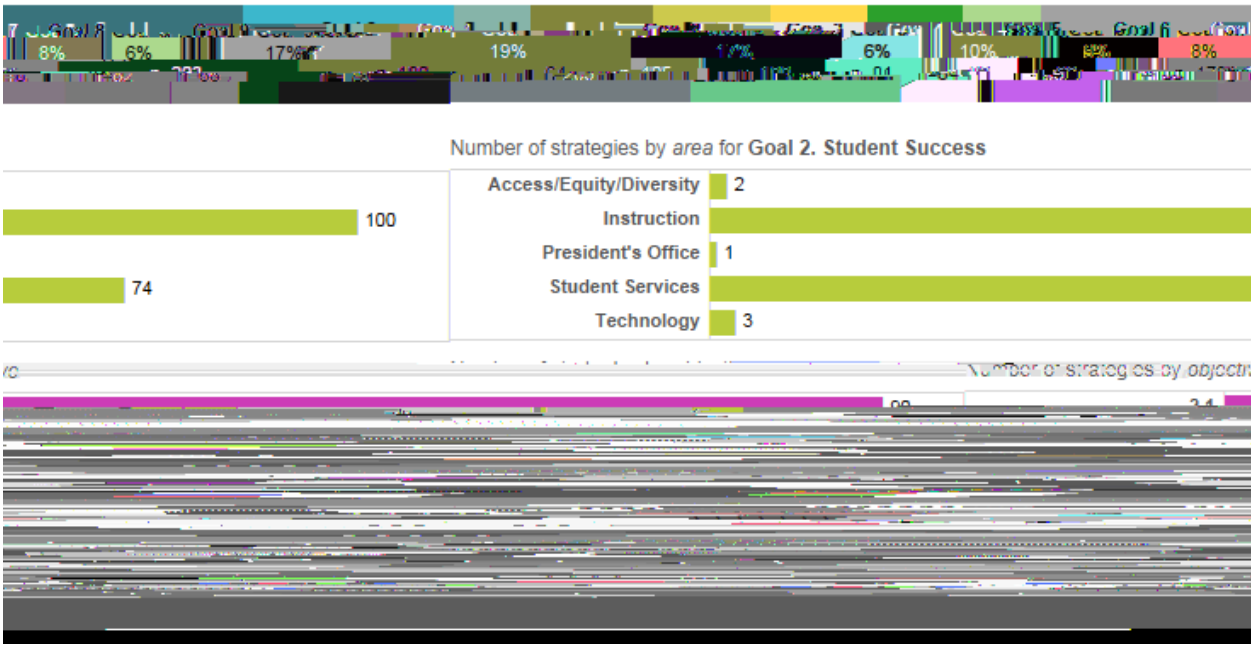
Figure 23

The number of certificates, diplomas, and associate degrees awarded (Figure 22), has declined for the last three years from 1,783 in 2012-2013 to 1,544 in 2015-2016. The decline is consistent with the enrollment patterns which reveal a recent stabilization. The number of graduates will likely align with this shift in enrollment. The graduation and transfer rate has remained near 48 percent (Figure 23).

Figure 24

The fall-to-fall retention rate (Figure 24) has remained

Department -level Connections



Department -level Achievements

Strategies to engage students in the learning process included use of “clickers” during lectures in the HVAC program, social media in Pharmacy Technician, Respiratory Care, and Criminal Justice, and professionalism rubrics in the Dental Assisting program.

SENCAP utilized portfolios as an effective career readiness tool

Student Success Coaches created and held workshops to address student needs

A new website was developed by the Business Division for incoming students to complete program requirement and assist with online registration.

Associate Degree Nursing and Practical Nursing programs modified program curriculum that has resulted in increased retention rates.

Figure 25

Figure 26

The percentage of students graduating with honors has remained fairly consistent with a slight increase in the 2015-2016 academic year (Figure 25). Similarly, t he percent of undergraduates on the

Figure 29

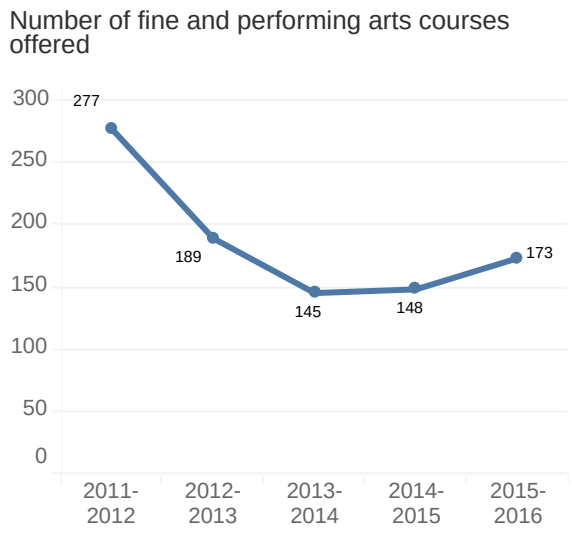
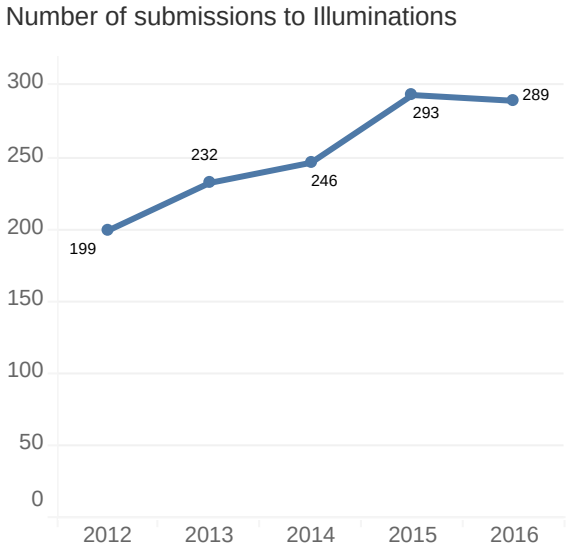
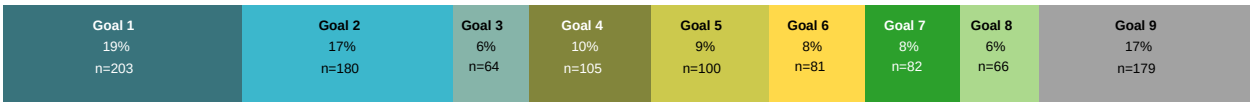


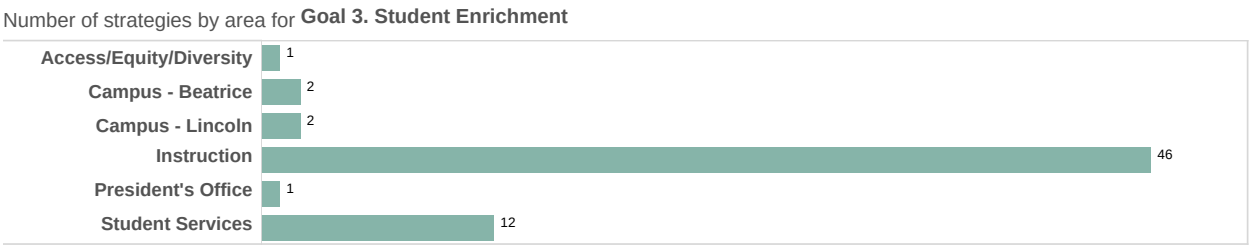
Figure 30

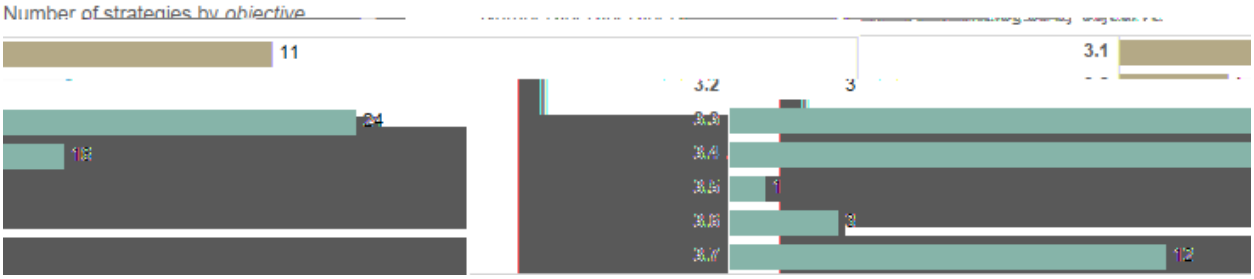


The number of fine and performing arts courses offered (Figure 29) was on a downward trend until 2013-2014 when it began to increase The number of submission to Illuminations —SCC's magazine of creative expression that published its 17th volume in spring 2016—has increased over the past five calendar years (Figure 30).

Department -level Connections







Department -level Achievements

The College approved the addition of Women's and Men's Cross-Country to its athletics program. A cross-county coach was hired, equipment was purchased, athletic scholarships were approved for the team, and student-athletes were recruited. The teams will start competing in Fall 2016.

Two new program-specific awards were created and awarded to students: Early Childhood Education's "New Kid on the ECED Block" and Computer Aided Design Drafting's "PAAC" (Performance, Attitude, Academics, and Character).

The first SCC Faculty Art exhibit at the Beatrice Public Library brought in over 300 visitors in April.

A new Research Methods psychology course to promote undergraduate research was created.

Rural Futures Institute trained four SCC faculty on strategies to expand service learning opportunities.

Goal 4- Program Development

Promote the development of career, academic transfer, and continuing education programs to meet current and future needs .

2015-2016 Strategic Achievements

SCC developed six new Learning Centers in effort to expand accessibility of its programs and services for the entire 15-county service area In July 2015, SCC released a study proposing to establish 6 new learning centers in York, Nebraska City, Plattsmouth, Falls City, Wahoo, and Hebron. After careful study of demographic and population statistics, it was determined that learning centers should be located to ensure SCC meets

Metrics[4]

This section includes the college-level metrics associated with Goal 4. Each metric connects to one or more strategic objectives listed below:

4.1 Improve market research capacity to identify demand for existing and new career programs.

4.2 Improve and expand academic and career advising resources.

4.3 Ensure alignment of program curriculum with the knowledge, skills, and abilities required for career success.

4.4 Expand accessibility of programs and services for all 15 counties of the College's service area based on student, employer, and community demand.

4.5

Figure 33

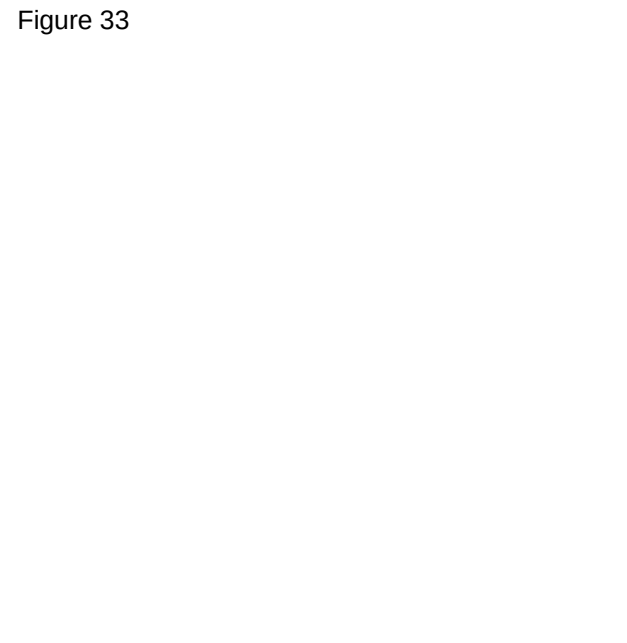
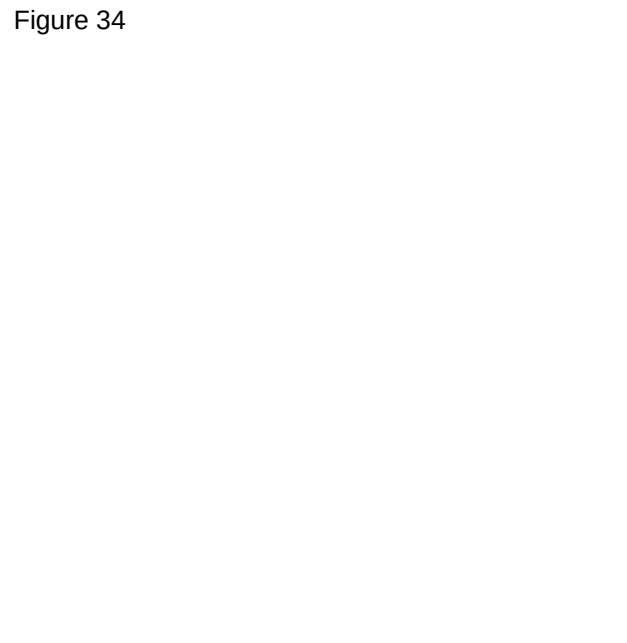


Figure 34



The number of employer-organized customized training courses offered by the Continuing Education Division, not including Ed2Go sections, experienced a decline in 2014-2015 but experienced a rebound to a level above the previous baseline in 2015-2016 (Figure 33). The number of articulation agreements added each year is dependent on program-level all 2a 2012 (0-0.2.9(g)-35r4]TJ 0)4.7(de)-6.9( )h9615tGt4 97c ssi8.9(n)4.6(7

Department-level Achievements

The Training Solutions team recognized growth from the prior year in both the number of courses

Figure 35

Figure 36

As shown above, more employees took advantage of tuition reimbursement for courses taken at other institutions (Figure 35) than courses taken at SCC (Figure 36) during the past four academic years. Both numbers have remained fairly stable since 2012-2013. The percentage of full-time faculty and staff who have taken advantage of tuition reimbursement benefits for external and internal courses has been about

business planning assistance, funding preparation assistance, business incubation, and entrepreneurial educational opportunities for individuals and small businesses across the 15-county service area. The Center has averaged about 1,300 coaching meetings with potential and existing entrepreneurs per year; 75% of those coaching sessions are free sessions offered to the community. During 2012-2016, the Center conducted successful workshops on the “Business of Art” and the “Business of Food,” and hosted 17 distinct businesses in the business incubator within its Lincoln offices, with an average of 11 businesses in residence each month. The Center also works in partnership with economic development organizations in our region to promote entrepreneurial opportunities. In 2015-2016, the Center:

- Collaborated with the Nebraska City Area Economic Development Corporation on establishing a

Figure 39

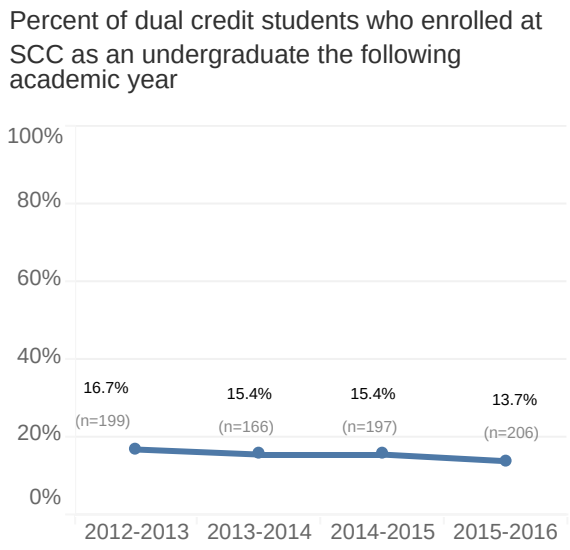


Figure 40

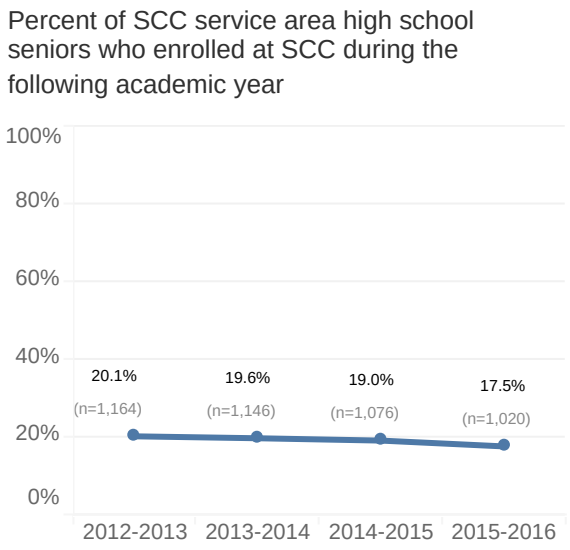


Figure 39 represents the percent of dual credit students who, after graduating high school, enrolled at SCC the following academic year. Figure 40 shows the percent of high school students in SCC's 15-county service area who, after graduating high school, enrolled at SCC the following academic year. Both percentages have remained relatively stable but experienced slight declines from 2012-2013 to 2015-2016, due to the increases the College experienced in dual credit enrollment during this time frame.

Department -level Connections

Department -level Achievements

The Auto Collision Repair Technology program began partnering with the Recycled Rides Project to repair and donate vehicles to individuals in need.

The John Deere Technology program began attending Future Farmers of America events to further develop partnerships.

Through a partnership with Hildegard Center for the Arts, SCC became the first academic institution to interact with the new musical piece by Chickasaw Classical composer Jerod Tate

Goal 7 - Educational Environment

Enhance and maintain educational environments that promote learning, engagement, innovation, creativity, and safety.

2015-2016 Strategic Achievements

SCC's Facilities Master Plan was released in February 2016, completing a year-

- Campus trainings were delivered on topics including: Active Shooter, Personal Safety, Slip/Trip/Fall Prevention, Run/Hide/Fight, and Fire Extinguisher Training.
- 114 new employees were briefed on safety and security policies during New Employee Orientation.

Department -level Connections

Department -level Achie vements

- The Kennedy Center on the Beatrice Campus was remodeled to create a new Welcome One Stop center and Learning Resource Center.
- Fifty -five media carts, 800 computers, and 30 network switches were upgraded by the end of March 2015
- The Computer In formation Technology classrooms, labs, and offices were remodeled and new computers and dual monitors we3t7Cu5(2.58d.ns)-1( )]TJ EMC ET /P <8</MCID 2 >>BDCFigureC ET /P <9</M

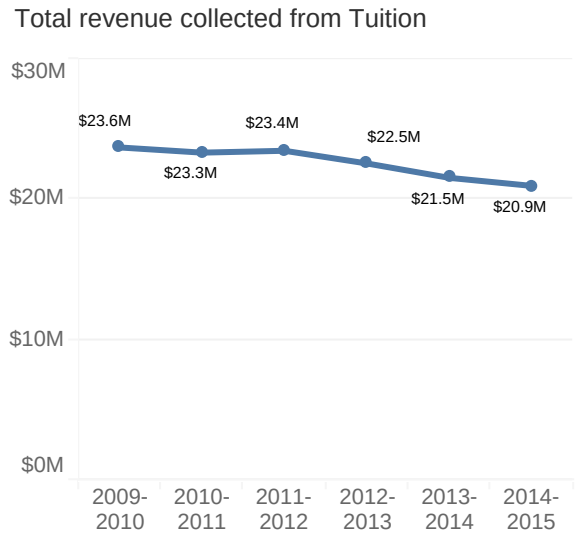
Goal 8 Financial Stability

Maximize the College's ability to fulfill its mission and accomplish its strategic goals and objectives while maintaining financial stability .

2015-2016 Strategic Achievements

SCC continues to work to promote and develop a responsive state funding mechanism that consistently meets the College's needs. In August 2015, the Nebraska Community College Association

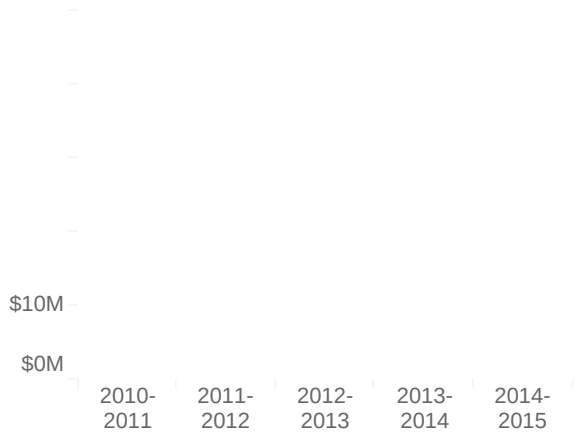
Figure 45



The total dollar amount collected (Figure 45) from tuition over the past five academic years has decreased, but the percent of decline for 2014-15 was the smallest in four years. The overall decline in tuition dollars is the result of decreased enrollment during the same five-year timeframe.

Figure 46

Figure 47



The peak for grant expenditures in recent years occurred in fiscal year 2011-2012 and has declined since (Figure 46). The amount of grants awarded to SCC, however, peaked in fiscal year 2013-2014 (Figure 47). Please note that grant expenditures includes payments to students for Pell Grants, Federal Direct Loans, and Federal Work-Study funds, whereas the grant awards do not.

Figure 48

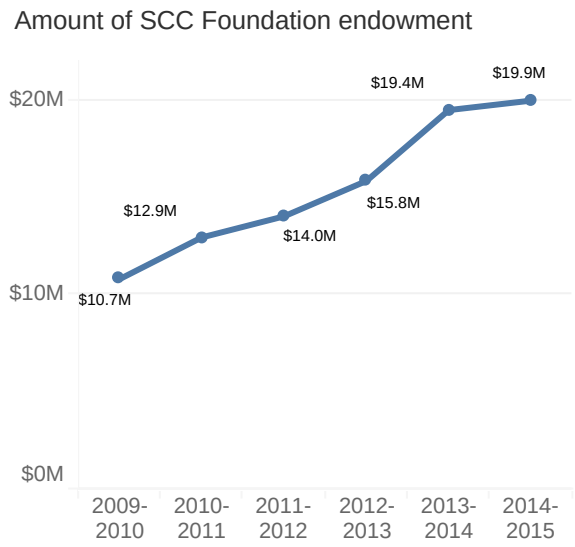
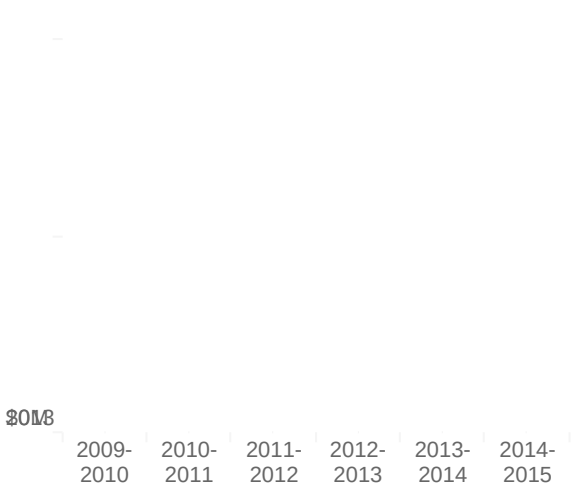


Figure 49



As shown in Figure 48, the total endowment of the SCC Foundation has grown steadily in the past six fiscal years, nearly doubling. Similarly, the total expenditures for scholarships by the SCC Foundation has also increased steadily and more than doubled (Figure 49).

Department -level Connections

Department -level Achievements

- The Business Administration Division reduced the use of paper within the division in efforts to promote the proactive management of college assets
- The Health Sciences Division created a master inventory of supplies, contracted with a medical supply company, and shared resources across the division to consolidate supplies.
- The Electronics Systems program used capital funds to purchase cutting-edge

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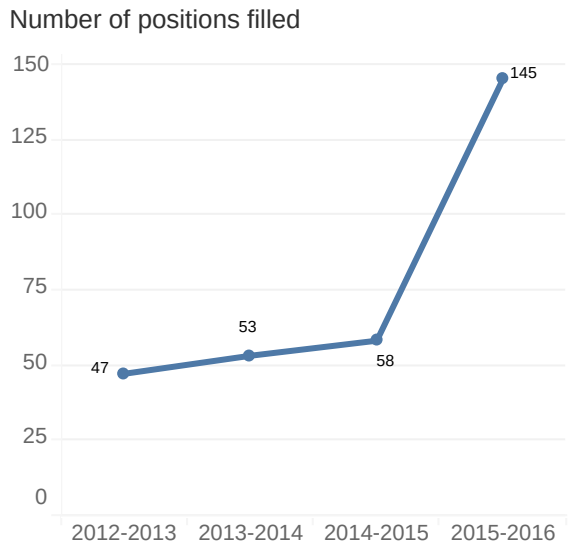
Goal 9 – Organizational Environment

Maximize operational efficiency by enhancing policies and procedures, staffing, and communication processes and practices.

Metrics[9]

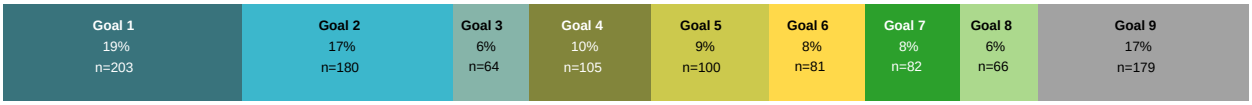
This section includes the college-level metrics associated with Go

Figure 52



In 2014-2015 more expanded budget requests for employees were granted and new Human Resources employees were hired, both of which facilitated the sharp increase in the number of positions filled in 2015-2016 (Figure 52).

Department -level Connections



Sources and Methodology

This section provides additional information about the sources and data definitions used for the metrics provided in this report.

Goal 1 – Enrollment and Growth

Figure	Metric	Data Source	Definition
1	Total undergraduate enrollment	SCCData Warehouse	Total enrollment of undergraduate students, including dual credit students.
2	Enrollment of Academic Transfer and undeclared students		

Figure	Metric	Data Source	Definition
11	Index of undergraduate population diversity compared to service area	SCCData Warehouse; Census Bureau (2010)	Diversity of undergraduate student body during an academic year as compared to diversity of the service area as estimated by the U.S. Census Bureau for 2015. That estimate showed 14.7% of the service area is non-white.

Goal 2 – Student Success

Figure	Metric	Data Source	Definition
18	CCSSE Benchmark for Active and Collaborative Learning	CCSSE reports	Overall score for CCSSE (Community College Survey of Student Engagement) benchmark of Active and Collaborative Learning. This survey has been administered at SCC every other year since 2011.
19	CCSSE Benchmark for Support for Learners	CCSSE reports	Overall score for CCSSE (Community College Survey of Student Engagement) benchmark of Support for Learners. This survey has been administered at SCC every other year since 2011.
20	Overall success rate of undergraduate students	SCCData Warehouse	Success rate is calculated by taking the number of students receiving a successful grade (A, B, C, P) divided by the total number of grades earned during the same time period (A, B, C, D, F, P, NP).
21	Overall withdrawal rate of undergraduate students	SCCData Warehouse	Withdrawal rate is calculated by taking the number of W grades awarded divided by the total number of grades awarded during the same time period.
22	Number of certificate, diploma, associate degrees awarded	SCCData Warehouse	Number of certificates, diplomas, and associate degrees (AA, AS, AAS, AOS) awarded during an academic year.
23	Graduation and transfer rate	IPEDS Graduation Rates	Percent of students who either graduated or transferred out in three years (or 150% of normal time).
24			

Goal 3 - Student Enrichment

Figure	Metric	Data Source	Definition
25	Percentage of students graduating with honors	Informer Report titled "Graduate List"	The number of students who received "distinction" or "high distinction" at graduation during an academic year.
26	Percent of undergraduates on the Dean's List	SCCData Warehouse	Percent of students on the Dean's list during the academic year. Students may be duplicated.
27	Number of student athletes enrolled	Athletic Department	The number of students participating in collegia te athletics during an academic year.
28	Number of students who participate in Global Education courses and trips	SCCData Warehouse	Number of students participating in the Global Education course and trip during an academic year.
29	Number of fine and performing arts courses offered	SCCData Warehouse	The number of undergraduate courses offered in the following subject areas: arts, music, photography, and theatre.
30	Number of submissions to Illuminations	Illuminations Editor	Number of submissions from SCC faculty, staff and students for Illuminations for an edition.

Goal 4 - Program Development

Figure	Metric	Data Source	Definition
31	Number of DACUMs conducted	Administrative Director, Instructional Effectiveness and Research	The number of programs who participated in the DACUM

Goal 5 – Faculty and Staff Excellence

Figure	Metric	Data Source	Definition
35	Number of faculty/staff members who take advantage of tuition reimbursement for external courses	Human Resources – Professiona(a)-8.6((a)-8.6((a)ET 4i)-(t)-4.7()1.T /CS0 cs2S0 cs 0)1.9(o)6145 7345 7ie W n BT	

Goal 7 Educational Environment