

South Arkansas Community College Strategic Plan 2011-2016

On March 4 and 5 of 2010, the strategic planning committee comprised of SouthArk faculty, staff, board members, in addition to community leaders met at the Work Force Development building on SouthArk's East Campus. Snapshot reports on the state of the College's enrolment, academics, and financial status as well as the state of the region were provided to the participating members. The day and a half retreat consisted of large and small group activities which allowed the committee to hone in on the current and emerging needs of the college and the community. Subsequent roundtable discussions with students further solidified the ideas drawn from the retreat. From all of these sessions, the enclosed strategic initiatives were created to frame a five year plan for SouthArk.

The 2011-2016 Strategic Plan was developed with input from the following:

Sherrel Johnson	Board member	Nita Green	Director of Practical & Registered Nursing
Steve Cousins	Board member	Dr. Jennifer Parks	Director of PTA Program
Don Wales	Chamber of commerce	Mark Nelson	Director of RT Program
Dr. Tim Kirk	Chief Information Officer	Elizabeth Dugal	Director of Student Support Services
Keitha Griffith	Community leader	Keitha Davidson	Director of Surgical Tech
Heath Waldrop	Coordinator of Marketing & Communications	Francis Kuykendall	Director of the Library
Jim Roomsburg	Dean of Business & Tech Ed	Debra Mock	Director of Upward Bound
Dean Inman	Dean of Enrollment Services	Susanne Wache	Faculty-Biology
Dr. George Roberts	Dean of Health and Natural Sciences	Dr. Carolyn Langston	Faculty-Business
Phillip Ballard	Dean of Liberal Arts	Bettie Mahony	Faculty-English
Patricia Bates	Director of Adult Ed	Lura Brown	Faculty-English
Christy D Wilson	Director of College Transition	Carol S. Benson	Faculty-English-BSTD
Lynda Richardson	Director of Corporate & Community Ed	Dr. Kenneth Bridges	Faculty-History
Terry Patterson	Director of Distance Learning	Cynthia Meyer	Faculty-OTA
Ken Kelley	Director of EMT Program	Becky Riggs	HR Director
Veronda Tatum	Director of Financial Aid	Dr. Barbara Jones	President
Cynthia Reyna	Director of Institutional Advancement and SouthArk Foundation	Susan Neely	Staff-Comptroller
Dr. Stephanie Tully-Dartez	Director of Institutional Effectiveness and Research	Vernie Meador	Vice President of Fiscal affairs
Casey Martin	Director of Learning Center	Dr. Valeriano Cantú	Vice President of Learning
Sandra Pugh	Director of OTA program		
Tom Posey	Director of Physical Plant		

Trust, honesty, humility, transparency and accountability are the building blocks of a positive reputation. Trust is the foundation of any relationship.

-Mike Paul

STRATEGIC INITIATIVE 1

Communication

SouthArk will facilitate a transparent campus culture.

Components

1.1 SouthArk will improve internal communications by developing a streamlined system and employing available technologies.

1.2 SouthArk will increase employee efficiency through departmental organization and communication.

1.3 SouthArk will foster its positive image both in marketing and in campus appearance.

Key Performance Indicators

A. Increased stakeholder satisfaction with internal communications

B. Improved assessment model

C. Enhanced/ maintained image of SouthArk through marketing and campus improvements

D. Increased awareness outside of Union County

Why This Initiative?

The strategic planning committee recognized a potential benefit to students, faculty, staff, and service area by evaluating and modifying the SouthArk communications model. There are two overall objectives to this initiative. The first being more open communication and reduced redundancy thereby increasing overall efficiency and job satisfaction. The second objective is to maintain the positive image that SouthArk has developed and to increase awareness of its programs and opportunities for students in additional communities

“We imagine a school in which students and teachers excitedly and joyfully stretch themselves to their limits in pursuit of projects built on their vision...not one that succeeds in making apathetic students satisfying minimal standards.”

- Seymour Papert

STRATEGIC INITIATIVE 2

Engagement

SouthArk will engage and support students in their educational endeavors.

Components

2.1 SouthArk will actively involve students in learning in the classroom and in academic programs.

2.2 SouthArk will encourage and guide students in career and academic planning.

2.3 SouthArk will help students to become immersed in their college experience through student activities and campus events.

Key Performance Indicators

A. Increased student retention

B. Higher graduation rates and percentage of program completion

C. Improved student engagement in campus activities

Why this Initiative?

SouthArk is subject to the same problems faced by community colleges across the state and across the country. Student retention and program completion rates always have room for improvement. By engaging the students in their educational endeavors, the College hopes to connect student learning with their intermediate and long term goals. As students become engaged with the learning environment as a whole, including learning communities and the campus, not only will their overall college experience be benefitted but their academic success should also increase.

“To me success means effectiveness in the world, that I am able to carry my ideas and values into the world -- that I am able to change it in positive ways.”

-Maxine Hong Kingston

STRATEGIC INITIATIVE 3

Success

SouthArk will focus on improving student success through systematic program review and outcomes assessment.

Components

3.1 SouthArk will promote achievement in workforce occupation programs leading to increased graduate employability.

3.2 SouthArk will benefit regional employers by providing solutions to their needs through excellent customized training.

3.3 SouthArk will help students to prosper in academic transfer programs by fully preparing students for matriculation into four year schools

Key Performance Indicators

- A. Increased graduate employment
- B. Improved employer satisfaction with our training programs
- C. More A.A. completers continuing their education at 4-year schools

Why This Initiative?

SouthArk recognizes that it is an asset to both regional students and regional employers. By providing a fundamental stepping stone to employment or further education, it is the goal of the College to invest in the success of its graduates. By evaluating and improving the workforce programs, corporate education, and transfer degrees, the College can adjust its approach and delivery.

“The greatest achievement of the human spirit is to live up to one's opportunities and make the most of one's resources.”

-Marquis De Vauvenargues

STRATEGIC INITIATIVE 4

Resource Development

SouthArk will support college programs and personnel by fostering innovations and strengthening fiscal, physical, and human resources.

Components

4.1 SouthArk will support its students, personnel, programs and facilities by seeking out new and expanding existing funding resources.

4.2 SouthArk will maintain and grow its strong workforce by recruiting qualified and diverse candidates for available positions.

4.3 SouthArk will establish a comprehensive professional development program providing all faculty and staff with training for the continual enhancement of employee skills.

4.4 SouthArk will strive to retain and reward quality employees.

Key Performance Indicators

A. New and Increased External Funds

B. Improved productivity and efficiency of all departments at the college

C. Increased job satisfaction for SouthArk employees

Why This Initiative?

In order to continually improve programs and campuses, SouthArk recognizes the importance of discovering new assets and advancing the ones it already has. By seeking new fiscal assets, both targeted and general, the college can grow and maintain its programs as enrollment continues to rise. Appreciating the value of existing assets, both physical and personnel, SouthArk will capitalize on these valuable assets by investing in their retention, maintenance, and ongoing development.

“Society is indeed a contract. It is a partnership in all science; a partnership in all art; a partnership in every virtue, and in all perfection. As the ends of such a partnership cannot be obtained in many generations, it becomes a partnership not only between those who are living, but between those who are living, those who are dead, and those who are to be born.”

- Edmund Burke

STRATEGIC INITIATIVE 5

Partnerships

SouthArk will expand and build partnerships to strengthen the region.

Components

5.1 SouthArk will expand existing and develop new corporate partnerships by working with business and industry.

5.2. SouthArk will further educational collaborations with the regional K-12 schools.

5.3. SouthArk will foster relationships with other colleges and universities.

Key Performance Indicators

- A. New and expanded partnerships with regional businesses and industries
- B. A strengthened bond with the K-12 schools leading to increased college preparation
- C. Expanded collaborations with other colleges and universities

Why This Initiative

SouthArk understands its role as a hub on our regional network and the critical reality of building relationships with the suppliers, employers, and facilitators of its students. As these collaborations grow, the College can better serve the students and the region by providing the programs that meet the community, businesses, and industry.