
Translating Our Goals into Action **Southeastern Illinois College**



2012 - 2017 Strategic Plan

SOUTHEASTERN ILLINOIS COLLEGE TRANSLATING OUR GOALS INTO ACTION STRATEGIC PLAN 2012-2017

In the Spring 2011 semester, Southeastern Illinois College began the strategic planning cycle to develop the next Strategic Plan for 2012-2017.

A sub-committee of faculty, staff and administration assessed the previous planning process and document format. This sub-committee recommended slight changes in both with the goal of making the process more efficient and effective, and improving the document format for greater clarity.

These recommendations were accepted by the larger Strategic Planning Committee, with work beginning with the start of the Fall 2011 semester.

After completing an environmental scan that assessed institutional strengths and weaknesses, as well as opportunities and threats, the Strategic Planning Committee identified the key initiatives and measurable goals which are most crucial for Southeastern Illinois College to accomplish its mission and move toward attainment of institutional goals.

Throughout the 2011-2012 academic year, the process was engaged by the College family under the leadership of the Strategic Planning Committee to identify the major institutional initiatives and sub-goals for each of those major initiatives.

This plan represents the collective input of the College faculty, staff, students and administration, building a vision of what the College needs to accomplish and how the College should look as we move toward the next five years.

The Strategic Plan will be the College's road map and guide in the decision-making process for budgeting and program development.

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BOARD GOALS

*Board Goals
From the Board
Subcommittee
meeting of
January 6, 2006*

*Board Goals
were revised at
the January 2011
meeting of the
Board of Trustees.*

- 1.** Budget: Southeastern Illinois College will prepare an annual budget that is responsive in terms of the tax burden it places on the citizens of the College district, is reflective of the educational needs of the College's constituents, and defines priorities to be followed in periods of financial shortfall.
- 2.** Enrollment: Southeastern Illinois College will strive to increase enrollment by offering quality programs and instruction in areas such as baccalaureate, vocational, dual credit and electronic learning.
- 3.** Ethical Behavior: The Board of Trustees and College employees should act in a manner which is legally and ethically responsible. Furthermore, the College shall be a place where the board, faculty, staff and students can engage in open, honest, and positive debate.
- 4.** Community Image: Southeastern Illinois College will raise the public image of the College in its service area and the state.
- 5.** Community Support: Southeastern Illinois College will increase community support by establishing the learning, cultural enhancement and economic health of its district's residents as a priority.
- 6.** Economic Development: Southeastern Illinois College will be a catalyst for economic development in southeastern Illinois through strategic partnerships with industry, civic organizations and economic development professionals.
- 7.** Accreditation: A high priority of the College shall be its continued accreditation by the Higher Learning Commission of the North Central Association of Colleges and Schools and its recognition by the Illinois Board of Higher Education and the Illinois Community College Board.
- 8.** Board/President Relations: The Southeastern Illinois College Board of Trustees has the highest expectations of professional conduct for itself and the College president. The Board designates and supports the College president as the key spokesperson for the College and the Board Chair as the key spokesperson for the Trustees.
- 9.** Quality Learning: The College will maintain high quality measurable learning/instruction that is student focused and learning oriented through the recruitment and retention of an excellent, diverse pool of employees by offering compensation that is consistent with cohort institutions and the College's funding ability.
- 10.** Open Process: Southeastern Illinois College expects the Board of Trustees and employees to be open and responsive in matters of public interest and all areas not already identified by statute.
- 11.** Quality Improvement: Southeastern Illinois College is committed to continuous improvement in instructional programs and on-going professional development through internal and external assessment.
- 12.** Student Services: Southeastern Illinois College is committed to providing quality, student-centered support systems designed to ensure access to a wide range of educational, cultural and special interest opportunities.

MISSION

Southeastern Illinois College enhances lifelong learning by providing quality accessible educational programs, cultural enrichment opportunities, and support for economic development.

VISION

To be the catalyst for academic excellence, community service, and economic growth in the communities we serve.

INSTITUTIONAL GOALS

1. Provide a general education program that creates a foundation for further study and enlightened citizenship.
2. Empower students to achieve their educational goals, enabling them to successfully live and work in a culturally diverse global society.
3. Provide students access to quality transferable courses.
4. Prepare students to succeed in a highly competitive workforce through career and technical education.
5. Provide opportunities in developmental and adult basic/secondary education.
6. Enhance learning by integrating educational opportunities in and out of the classroom.
7. Utilize existing and emerging technologies to equip students, enhance learning and provide services.
8. Sponsor award-winning, competitive, and service-oriented activities.
9. Offer lifelong learning opportunities to explore potentials, abilities, and interests.
10. Enrich and enhance the community through cultural and general interest events.
11. Lead, train, serve, and provide resources for economic development of business and industry in the region.
12. Provide a wide range of student and administrative services to support achievement of student learning and personal development.
13. Create a culture where assessment of student learning outcomes and College services are valued and used across the institution.
14. Responsibly manage the resources entrusted to the College on behalf of the community college district.

CORE VALUES

Fairness:

We are committed to behavior free from self-interest, prejudice, or favoritism.

Integrity:

We embrace moral values and the courage to live up to them.

Compassion:

We demonstrate a genuine interest, concern, and respect for others.

Self-Esteem:

We see ourselves and others as individuals of value and capable of pursuing our dreams!

Responsibility:

We hold ourselves accountable for our conduct and obligations.

Learning:

We value learning as a lifetime objective and will continue to promote the attainment of knowledge.

THE CRITERIA FOR ACCREDITATION

Criterion One: **MISSION**

The institution's mission is clear and articulated publicly; it guides the institution's operations.

- 1.A** The institution's mission is broadly understood within the institution and guides its operations.
- 1.B** The mission is articulated publicly.
- 1.C** The institution understands the relationship between its mission and the diversity of society.
- 1.D** The institution's mission demonstrates commitment to the public good.

Criterion Two: **INTEGRITY: ETHICAL AND RESPONSIBLE CONDUCT**

The institution acts with integrity; its conduct is ethical and responsible.

- 2.A** The institution operates with integrity in its financial, academic, personnel, and auxiliary functions; it establishes and follows fair and ethical policies and processes for its governing board, administration, faculty, and staff.
- 2.B** The institution presents itself clearly and completely to its students and to the public with regard to its programs, requirements, faculty and staff, costs to students, control, and accreditation relationships.
- 2.C** The governing board of the institution is sufficiently autonomous to make decisions in the best interest of the institution and to assure its integrity.
- 2.D** institution is committed to freedom of expression and the pursuit of truth in teaching and learning.
- 2.E** The institution ensures that faculty, students, and staff acquire, discover, and apply knowledge responsibly.

Criterion Three:
**TEACHING AND LEARNING: QUALITY,
RESOURCES, AND SUPPORT**

The institution provides high quality education, wherever and however its offerings are delivered.

- 3.A** The institution's degree programs are appropriate to higher education.
- 3.B** The institution demonstrates that the exercise of intellectual inquiry and the acquisition, application, and integration of broad learning and skills are integral to its educational programs.
- 3.C** The institution has the faculty and staff needed for effective, high-quality programs and student services.
- 3.D** The institution provides support for student learning and effective teaching.
- 3.E** The institution fulfills the claims it makes for an enriched educational environment.

Criterion Four:
**TEACHING AND LEARNING:
EVALUATION AND IMPROVEMENT**

The organization promotes a life of learning for its faculty, administration, staff, and students by fostering and supporting inquiry, creativity, practice, and social responsibility in ways consistent with its mission.

- 4.A** The institution demonstrates responsibility for the quality of its educational programs.
- 4.B** The institution demonstrates a commitment to educational achievement and improvement through ongoing assessment of student learning.
- 4.C** The institution demonstrates a commitment to educational improvement through ongoing attention to retention, persistence, and completion rates in its degree and certificate programs.

Criterion Five:
**RESOURCES, PLANNING, AND
INSTITUTIONAL EFFECTIVENESS**

The institution's resources, structures, and processes are sufficient to fulfill its mission, improve the quality of its educational offerings, and respond to future challenges and opportunities. The institution plans for the future.

- 5.A** The institution's resource base supports its current educational programs and its plans for maintaining and strengthening their quality in the future.
- 5.B** The institution's governance and administrative structures promote effective leadership and support collaborative processes that enable the institution to fulfill its mission.
- 5.C** The institution engages in systematic and integrated planning.
- 5.D** The institution works systematically to improve its performance.

TRANSLATING OUR GOALS INTO ACTION SOUTHEASTERN ILLINOIS COLLEGE 2012-2017 STRATEGIC PLAN

Board Goals:
1, 5, 6, 7, 9, 11, 13

Institutional Goals:
1, 2, 3, 4, 5, 6, 7, 8,
9, 11, 14

IL Public Agenda:
G1 (R1); G2 (R1);
G3 (R3)

*HLC Criterion
Reference:*
1.A.3, 2.A, 3.A, 3.C,
3.D, 5.A, 5.B.2,
5.C.1, 5.C.4, 5.C.5

Board Goal 4:

Institutional Goals:
6, 14

IL Public Agenda:
G2 (R1)

*HLC Criterion
Reference:*
1.D.1, 2.C.1, 3.E.5,
C.1, 5.C.3, 5.D.2

***Initiative 1:* Practice sound financial stewardship while delivering quality learning opportunities.**

- 1.1 Demonstrate sound budgeting process and compliance.
- 1.2 Demonstrate sound fiscal planning.
- 1.3 Demonstrate fiscal accountability and affordability through external validation.
- 1.4 Increase auxiliary revenue.
- 1.5 Increase external fundraising for students, programs, and facilities.
- 1.6 Maintain a strong grants/acquisition program.

***Initiative 2:* Maintain environmentally friendly and sustainable facilities and grounds that serve as an example of pride for our district.**

- 2.1 Implement a grounds improvement plan.
- 2.2 Implement a short-term, comprehensive facilities improvement plan.
- 2.3 Increase conservation and sustainability initiatives on campus.
- 2.4 Plan for the construction of the Carmi Center vocational expansion.
- 2.5 Update the College Master Site and Construction Plan.

***Initiative 3:* Strengthen enrollment through effective enrollment management, quality student services and excellent instructional programs.**

- 3.1** Develop and implement recruitment plans and timelines with strategies to target various potential audiences.
- 3.2** Implement new admissions procedures that are more efficient and student friendly, with improved communication of the process to prospective students.
- 3.3** Enhance the advisement process and provide convenient and efficient registration procedures to meet the needs of all students.
- 3.4** Design and implement retention strategies for all program areas.
- 3.5** Improve completion rates.
- 3.6** Provide financial aid services and support for students in an efficient and student friendly manner, enabling students to receive maximum financial aid and scholarship benefits for which they are eligible.
- 3.7** Provide unique support for special populations that will enhance their student experience and promote their success in program completion.
- 3.8** Provide efficient service to students with excellent customer service, as well as support internal and external reporting processes with accurate student data.
- 3.9** Provide all students with accurate information concerning degree requirements and transfer information, as well as other information to support their general success in reaching their academic goals.
- 3.10** Implement new and innovative short-term and long-term Career and Technical Education learning opportunities that are responsive to the community, region, and state, based on data analysis (e.g., employment data, societal trends, etc.).
- 3.11** Explore and implement additional baccalaureate programming based on data analysis of student needs, university programming, and employment trend data.
- 3.12** Expand offerings in community education that target the various population groups in the district, utilizing credit bearing classes when appropriate.

Board Goals:
2, 5, 7, 9, 11, 12, 13

Institutional Goals:
1, 2, 3, 4, 5, 6, 7, 8,
10, 12, 13

IL Public Agenda:
G1 (R1); G1 (R2);
G1 (R3); G3 (R2);
G3 (R3); G4 (R1)

HLC Criterion
Reference:
1.A, 2.B, 2.2, 3.A,
3.B, 3.C, 3.D, 3.E,
4.A, 4.B, 4.C, 5.A,

- 3.13** Expand custom workforce education offerings and training partnerships for employers and other adult, non-traditional groups throughout the district, utilizing credit bearing courses when appropriate.
- 3.14** Enhance Adult Basic Education/GED/Early School Leavers Transition Program services and programs within grant guidelines and funding allowances to meet the needs of residents of the district.
- 3.15** Continue to expand online offerings where practical to meet student needs based on data analysis.
- 3.16** Expand high school dual credit and dual enrollment program offerings.
- 3.17** Design and implement a successful college and career readiness plan that includes all aspects of the state's expectations of the Illinois Public Agenda for Education.
- 3.18** Explore and create new options and course structures for developmental programming to improve student success and completion rates in developmental courses.
- 3.19** Ensure through planning and budgeting processes that all instructional programs have needed equipment and resources to provide quality educational experiences for students.
- 3.20** Integrate diversity awareness throughout all programs.
- 3.21** Provide a broad range of extra-curricular activities and programs that will enhance and add value to students' experiences at Southeastern.
- 3.22** Explore opportunities to expand Illinois Department of Juvenile Justice programming.
- 3.23** Expand services and offerings at the David L. Stanley White County Center, and other off-campus sites as appropriate.
- 3.24** Pursue additional grant and contractual program opportunities.
- 3.25** Expand partnerships that will benefit students, programs, and the College.

***Initiative 4:* Enhance learning, support services, and resources through the use of technology.**

- 4.1** Utilize robust online course management system that facilitates online learning.
- 4.2** Provide relevant technology equipment, resources, and support to students and faculty.
- 4.3** Engage students and faculty in the global community to provide access to resources not bound by time or space.
- 4.4** Utilize technology to facilitate and improve library services to the college community through expanded information discovery, access, and delivery regardless of time and location.
- 4.5** Expand access of educational resources to remote centers.
- 4.6** Improve student and constituent access to relevant electronic information on college websites.
- 4.7** Provide new student technology services to meet growing expectations and capabilities.
- 4.8** Increase administrative operational efficiency and effectiveness through the use of technology.
- 4.9** Increase Internet capacity to meet growing educational needs.
- 4.10** Integrate and update our communications infrastructure for ease of use, security, and operational efficiency.
- 4.11** Expand data storage capacity to meet growing needs.
- 4.12** Increase data backup capacity to handle new storage requirements.
- 4.13** Provide resources and funding for professional development of faculty and staff.
- 4.14** Develop recommendations for the funding of technology.
- 4.15** Develop improved tools to monitor compliance with federal and state laws and regulations.
- 4.16** Monitor and develop policies to secure personal and private information and protect the College.

Board Goals:
2, 7, 9, 11

Institutional Goals:
6, 7, 12

IL Public Agenda:
GI (RI)

HLC Criterion Reference:
1.A.3, 1.D.3, 2.E,
3.A.3, 3.B.3, 3.D.4,
3.D.5, 4.C.4, 5.A.1,
5.C.3, 5.C.5

Board Goals:
2, 4

Institutional Goals:
9, 10, 12

IL Public Agenda:
G1 (R2)

HLC Criterion Reference:
1.A, 1.B, 2.B, 3.D.5

Board Goals:
3, 4, 7, 8, 9, 10, 11, 13

Institutional Goals:
13, 14

IL Public Agenda:
GB (R3)

HLC Criterion Reference:
1.D, 2.A, 2.C, 3.C, 3.E, 4.A, 4.B, 5.A, 5.B, 5.C, 5.D

Board Goals:
5, 6

Institutional Goals:
4, 11

IL Public Agenda:
63 (R1); 64 (R1)

HLC Criterion Reference:
1.D.1, 1.D.3, 2.C.2, 3.B.4

Initiative 5: Promote and market the college and its programs.

- 5.1** Brand SIC through the promotion of unique and distinctive qualities.
- 5.2** Coordinate and expand marketing and recruitment strategies.
- 5.3** Embrace the latest online opportunities and explore innovative technology-based marketing.
- 5.4** Promote new and existing programs and training.
- 5.5** Augment campus events and activities.

Initiative 6: Demonstrate accountability through continuous quality improvement.

- 6.1** Enrich our assessment culture.
- 6.2** Enhance institutional effectiveness.
- 6.3** Excel by comparison.
- 6.4** Demonstrate visionary board leadership.
- 6.5** Promote essential internal and external communication.
- 6.6** Enhance the quality of auxiliary services.
- 6.7** Support innovative human resource services.
- 6.8** Foster professional development opportunities.

Initiative 7: Serve as a catalyst for economic growth.

- 7.1** Serve as a partner with area economic development organizations and programs.
- 7.2** Maintain active involvement in area and regional economic development
- 7.3** Expand workforce education to meet area business demands.
- 7.4** Support development and expansion of small business in southeastern Illinois.
- 7.5** Strengthen the link between the College and local and regional employers.

THE STRATEGIC PLANNING GROUP 2011-2012

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