



2006 PLANNING SUMMIT I

McDonald Auditorium – Fayette

April 7, 2006

Present:

Dr. Harold Wade	Dr. Camilla Benton
Dr. Devin Stephenson	Mark Ellard
Alice Roberts	Jerry Dollar
Penne Mott	Dr. Evelyn Sutton
Max Weaver	Marthanne Brown
Nancy Carlisle	Susan Burrow
Dr. Kim Ennis	Melissa Stowe
Suzanne Bush	Melissa Hanes
Brian Gann	Danny Arnold
Sherry Terry	Scott Karr
Jim Hubbert	Sherie Fleming

Dr. Devin Stephenson began the Planning Summit by welcoming everyone on Friday, April 7, 2006, in the McDonald Auditorium on the Fayette Campus. Dr. Stephenson began with a presentation on the purpose and goals of the Planning Summit. Dr. Stephenson stated that the planning process at Beville State was thorough and embodied the fundamental attributes of strategy and operation. He spoke of Dr. Wade's commitment to strategic planning and manner in which Dr. Wade led the college and maneuvered through difficult times. He then presented the leadership team, and gave an overview of the schedule for the day.

Dr. Harold Wade presented the President's Viewpoint. He talked about the Planning priorities for the future which include economic development, instructional program development, student recruitment, facilities, introspection and evaluation, workforce development, and partnership building.

Economic Development

- I-22 Growth
 - Prepare workforce
 - Quality of Life
 - Growth will start in Walker County and grow westward
- DOL – WIRED Initiative
 - At-Risk Area

- Coal Severance Tax Bill
 - \$200,000 – Walker County Economic Development Board
 - \$200,000 – Fayette County Economic Development Board
 - \$200,000 – Marion County Economic Development Board
 - \$300,000 – Bevill State Community College Mine Academy
 - \$900,000 – Total Annual Revenue to College District

Instructional Program Development

- Developing new programs
- Retooling existing programs
- Phasing-out nonviable programs

Student Recruitment

- Enrollment percentages of the college by campus
- Student enrollment for the fall of 2005 at Bevill State along with Shelton State, Jefferson State, Wallace State, Lawson State, and Northwest-Shoals
- Strategic plan for recruitment
 - Traditional Students
 - Non-traditional Students
- Fiber Optic Network
 - More Distance Education
 - Phone System Robust
 - Wireless Connection
 - Internet Speed
 - Instructional Program
 - Foreign Student Connection
 - Recruiting Tool for Industry
 - Provide it to Service Organizations, i.e. law enforcement, etc.
- Career Tech Summer Scholarship Initiative
 - 1st Five Week Mini Term
 - Exclusive Program

Facilities

- \$1 Billion State Bond Issue for 2006 – 2007

Introspection

- Recruiting
- Scholarships
- Admissions

Evaluation

- Assess Needs
- Develop the Plan
- Implement the Plan

- Share the Results

Workforce Development

- Continuing Education Classes
- TBI

Partnership Building

- Continue building partnerships
- Affiliations
- Successful teams

Functional Areas Snapshots

Alice Roberts – Dean of Instruction and Student Services

Student Services

- Task Force
- SFAP Study
- High School Programs at Haleyville and Cordova
- Counselors Luncheon – At-Risk High School Student Follow-up
- Testing – COMPASS internet at Carbon Hill, & COMPASS testing at Carrollton
- Electronic Transcripts – like Wallace & NWSCC
- On-Line Admissions form
- Integrating Federal Programs into Student Services

Instruction

- Distance Learning Committee – Leslie Cummings, Chair
- Student Evaluation Committee
- Title III Grant
- Health Science – High School LPN Program
- FIT Program – Fayette
- Machine Tool Technology – Sumiton
- Electricity – Hamilton, retooling to Industrial Electronics
- Auto Body – Sumiton
- Auto Mechanics – Hamilton
- Welding – Fayette
- ESL Program growing
- Surface Mining Committee – Renee Williams
- Adding of construction program and pulpwood
- Workforce Advisory Committees – new initiative – new program needed
- Health Science Programs

Mark D. Ellard – Vice President of Finance

- Start Budget Process earlier
- Budget hearings

- Zero-Based Budget Process
- Campus-Based Budgets & Central Budgets

Danny Arnold – Director of Computer Services

- Fiber Optic Network
- Electronic Doors to Labs
- Document Imaging – Student Services & Business Office
- Connecting Senior Institutions to Beville State
- How do we deliver courses over the internet?
- Spam Control

Scott Karr – Chief of Police/Director of Public Safety

- 28 Law Enforcement Officers
- 4 unmarked cars
- Cameras in Dorms – except Sumiton
- Expect Cameras in Business Office
- College Canine
- Alabama Technology Network

Dr. Camilla Benton – Administrative Vice President

Sherry Terry – Director of Public Relations

- Growth in West Jefferson County, Pickens, and East Mississippi
- Use of Surveys to obtain data
- Interactive DVD – Recruiting, Student Life, Program Specific
- Advertising – Media, Radio, & TV ads

Brian Gann – Director of Institutional Advancement

- Website – taskforce for complaints/evaluate
- WIRED Grant

Start, Stop, and Continue

The group was then divided into teams to answer the following questions:

- What is the College not doing that it should START?
- What is the College currently doing that it should STOP?
- What is the College currently doing that it should CONTINUE?

Each of the teams discussed the questions and came up with the following results

START	STOP	CONTINUE
<ol style="list-style-type: none">1. Develop plan to recruit & market BSCC programs to non-traditional students.2. Develop strategies to reach students in middle school & junior high (5th – 9th) & parents regarding the potential careers in applied technology.3. Establish partnership(s) with four-year institutions to offer senior (upper-level) coursework to the students/ community. (Classroom & Distance Education)	<ol style="list-style-type: none">1. Stop focusing on specific campus enrollment numbers & refocus on program enrollment/growth.2. Fighting Change & Embrace Change & Supporting Processes3. Worrying about what others are doing & focus on what we are and can do.	<ol style="list-style-type: none">1. One college concept while recognizing & celebrating the uniqueness & diversity of the individual campus environment & personnel.2. Introspection for continued success.3. Efforts to establish a complete online degree.

START	STOP	CONTINUE
<ol style="list-style-type: none"> 1. Massive campaign to improve the image of Applied Technology. 2. New programs to fit the needs of the workforce. 3. Institute an initiative for Workforce ethics. 4. Implementing New Technology for Technical Programs. 5. Form Partnerships with Educational Administrators. 6. A Yearly Schedule. 	<ol style="list-style-type: none"> 1. Complaining (and TAKE action) 2. Unnecessary paperwork 3. Acting like we are 4 colleges 4. Stop term by term schedule 	<ol style="list-style-type: none"> 1. Student FIRST Philosophy 2. Partnerships 3. Seek more scholarship funding 4. Introspection, Taskforces, & Communication

START	STOP	CONTINUE
<ol style="list-style-type: none"> 1. Take action on Career Tech (HS & Applied Tech). 2. Upgrade Career Tech Facilities/Equipment (Labs). 3. Connect Budget to Strategic Plan. 4. Actively Recruit/Market Career Tech Programs 5. Start using student outcomes of Academic Programs 6. Retention of Students (developmental) 7. Activate On the Job Training Programs 8. Start Administration Training Program (Leadership) 9. Start Mentoring for Students & Faculty 10. Job Placement Office 11. Full-Time Recruiters & Counselors per Region <p>Start focusing on students as customers – serve needs.</p>	<ol style="list-style-type: none"> 1. Stop gathering headcount by campus 2. Stop saying my or our campus or department 3. Stop feeling defensive if others interject ideas regarding your area 4. Stop focusing on negative instead of positive 	<ol style="list-style-type: none"> 1. Strong community involvement 2. Evaluate Technology & Plan for the future 3. Disperse funds equally between different areas. 4. Expand Articulation Agreements 5. Enhance Web 6. Web Classes

START	STOP	CONTINUE
<ol style="list-style-type: none"> 1. Promote Teamwork 2. Aggressive Professional Development 3. Promote Career Path Development in area schools (6th – 8th) 4. Retool the image of Applied Technology Careers & Programs. 5. Data driven decisions for processes & programs (Measurable – Retention, Recruiting, & Program Development) 6. Develop Expanded service area plan 7. Develop wood-related industry programs (construction trades) 8. Learner Centered Instruction. 	<ol style="list-style-type: none"> 1. Use of possessive language 2. Thinking inside the box 3. Doing what we always have done (*Expecting different results) 	<ol style="list-style-type: none"> 1. Building Partnerships 2. Improving College Communication (effective & positive) 3. Expand Health Science Offerings 4. Building Student Life (organizations, activities, & environment) 5. Students 1st ALWAYS

LUNCH

Strategic Planning Goals

After lunch, the teams were asked to look at the Strategic Planning Goals for the College and narrow them down to 8 – 10. The results from each team are attached.

Sherie Fleming then discussed the Strategic Planning Process for the College.

Strategic Planning Process

- Identify Goals
- Identify Objectives
- Specify Approaches
- Specify Measures
- Share Results
- Make Changes

Planning Cycle

- August – December
 - Expected Results
- January
 - Annual Needs Assessment
- March
 - CLT Review Evaluation Results
 - Annual Needs Assessment
 - Performance Outcome Indicators
 - Expected Results
- April
 - Compilation of Campus Recommendations
 - Functional Area Committees draft preliminary recommendations to the Strategic Planning Documents
- May
 - Compilation of Strategic Planning Documents by OPRIE
- June
 - Preparation of Budget
- July
 - Final Changes to Strategic Planning Documents by Functional Area Committees
- August
 - Release of Final Strategic Planning Documents

Future

- College-Wide Training by Campus
 - SACS Proposal
- February
 - Planning Summit
- March – May
 - Budgeting
- June
 - Budget to Postsecondary