



## 2007 PLANNING SUMMIT

Exhibit Hall – Hamilton

February 17, 2007

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	Russell Howton

### The Purpose of the SUMMIT:

- to gain a better understanding of Bevill State's planning process,
- to improve communication among administrators,
- to build unity throughout the organization,
- to hear from President Wade regarding the current status and future trends that exist in the local, state, and national educational, political, and economic arenas,
- to hear from other Senior Administrators concerning future plans, initiatives, and proposed policy considerations/changes,
- to review and revise, if agreed, the Strategic Planning Goals developed in 2006, and
- to synergize in diverse team settings for the purpose of identifying and discussing Bevill State's Strengths, Weaknesses, Opportunities, and Threats.

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 Grant – Funded \$1.9 Million
  - Energy Focus – Mining
- Department of Education Grant
  - Title III – Development Education, Instructional Technology Awaiting Notification of “Down the Scale” Funding - \$1.9 million
- Department of Labor Grant II (??)
  - Possible Healthcare Focus
- Black Creek Industrial Site
  - General Information
    - Target Automotive Assembly Plant
    - Available 600 plus acres of land (640 + hectares)
    - Location Marion County, Alabama, USA - less than one hour drive to Metro Birmingham/2 hour drive to Memphis, TN
  - Description
    - Large site in excess of 1600 acres immediately available
    - Adjacent to Interstate 22 with access in place
  - Advantages
    - Well educated work force & top tier educational institutions
    - Labor force over 900,000 within 1 hour drive
    - Transportation systems including Interstate, I22
    - Excellent utilities and business climate
  - Utilities
    - Electrical provider Alabama Power - Dual 161Kv available
    - Gas provider Northwest Alabama Gas District
    - Water Sewer provider Available from City of Brilliant, City of Winfield
    - Fiber Optics Available from CenturyTel
  - Transportation
    - Railway Line Burlington Northern, Norfolk Southern
    - Interstate I-22 (Highway 78)
    - Airport Birmingham (1 hour), Memphis (2 hours), Tupelo (45 minutes), Hamilton (10 minutes)
- 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 2006 at Beville 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
  - 1<sup>st</sup> Five Week Mini Term
  - Exclusive Program

### **Facilities**

- \$750 - \$1 Billion State Bond Issue for 2007 – 2008

### **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

SWOT Analysis

# STRENGTHS

<b>RED</b>	<b>PURPLE</b>	<b>GREEN</b>	<b>BLUE</b>
<ol style="list-style-type: none"> <li>1. Personnel willing to travel into the technological future.</li> <li>2. Building programs in progress.</li> <li>3. Community Liaisons</li> <li>4. Continuing Education</li> <li>5. Leadership</li> </ol>	<ol style="list-style-type: none"> <li>1. Open-minded personnel (open to change).</li> <li>2. Administration Support</li> <li>3. Financial Stability</li> <li>4. Quality Faculty</li> <li>5. Community Support</li> <li>6. Positive Student Outcomes</li> <li>7. Adding/Updating Facilities</li> <li>8. Acquiring Equipment/Technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Quality Personnel</li> <li>2. Administrative Support</li> <li>3. Vision (emphasis on planning)</li> <li>4. Location</li> <li>5. Physical Plant</li> <li>6. Technology Infrastructure</li> <li>7. Partnerships</li> <li>8. Community Relationships</li> </ol>	<ol style="list-style-type: none"> <li>1. Large geographic area</li> <li>2. Community-Based</li> <li>3. Talented Human Resources</li> <li>4. Responsive to Community Needs</li> <li>5. Health Sciences</li> <li>6. Financial Stability</li> <li>7. Innovative Environment</li> <li>8. Student-Centered</li> <li>9. Re-focused procurement of external funding sources</li> </ol>

# WEAKNESSES

<b>RED</b>	<b>PURPLE</b>	<b>GREEN</b>	<b>BLUE</b>
<ol style="list-style-type: none"> <li>1. Personnel not willing to travel into the technological future</li> <li>2. Facilities in need of technological, ADA, cosmetic refurbishing</li> <li>3. Funding is a perpetual barrier.</li> </ol>	<ol style="list-style-type: none"> <li>1. Student Outcome Measurements (tracking, evaluations, transfer)</li> <li>2. Retention</li> <li>3. Updating programs to fit community needs and industry demands</li> <li>4. Timely communication within the College</li> </ol>	<ol style="list-style-type: none"> <li>1. Budget Constraints</li> <li>2. Communication across our college campuses</li> <li>3. Processes – Simplify</li> <li>4. “Me” – Campus/Discipline concept vs. “College wide”</li> <li>5. Formal Retention Plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Size &amp; Distance</li> <li>2. COMMUNICATION</li> <li>3. Economic Stagnation</li> <li>4. Declining Population</li> <li>5. Processes</li> <li>6. Data Driven Decision-Making</li> <li>7. Professional Development (Lack of Training)</li> <li>8. Empowerment</li> </ol>

# OPPORTUNITIES

<b>RED</b>	<b>PURPLE</b>	<b>GREEN</b>	<b>BLUE</b>
<ol style="list-style-type: none"> <li>1. Distance Education/ Technology Infrastructure</li> <li>2. Communication</li> <li>3. External Funding through Grants</li> <li>4. I-22 (Location)</li> <li>5. Potential Enrollment (Mississippi &amp; West Jefferson)</li> <li>6. Expansion of Health Science Programs</li> <li>7. Partner to teach 3<sup>rd</sup> &amp; 4<sup>th</sup> Year</li> </ol>	<ol style="list-style-type: none"> <li>1. Expand programs (utilizing technology)</li> <li>2. Grants</li> <li>3. Increase the public's awareness of our offerings &amp; possibilities</li> <li>4. Career/Job Placement</li> <li>5. Professional Development for All/Training Employees</li> </ol>	<ol style="list-style-type: none"> <li>1. Location</li> <li>2. Large Service Area</li> <li>3. Diverse Programs</li> <li>4. Technology Infrastructure</li> <li>5. Reputation</li> <li>6. Workforce Development</li> <li>7. Web-Based Instruction (online degrees)</li> <li>8. Faculty Development</li> </ol>	<ol style="list-style-type: none"> <li>1. Growth (economic &amp; program services)</li> <li>2. Mississippi</li> <li>3. Technology</li> <li>4. Increased student activities &amp; involvement</li> <li>5. Building a positive image</li> </ol>

# THREATS

<b>RED</b>	<b>PURPLE</b>	<b>GREEN</b>	<b>BLUE</b>
<ol style="list-style-type: none"> <li>1. Public perception of ACS</li> <li>2. Territorial Encroachment</li> <li>3. Communication</li> <li>4. State Board/ACHE Regulations</li> <li>5. No existing method of transfer assessment</li> <li>6. Cumbersome Processes</li> </ol>	<ol style="list-style-type: none"> <li>1. Federal &amp; State Audits</li> <li>2. Other Community Colleges (Public &amp; Private)</li> <li>3. Program Closure</li> <li>4. Increased outsourcing (of technical jobs to India, China, Japan)</li> <li>5. Student/Public Violence</li> <li>6. Lose Financial Aid Resources, Perkins, TRIO Programs</li> </ol>	<ol style="list-style-type: none"> <li>1. Recruiting Wars (other Colleges &amp; online course offerings)</li> <li>2. Budget/Funds</li> <li>3. Media – Bad PR</li> <li>4. Internal turf wars which threaten morale</li> </ol>	<ol style="list-style-type: none"> <li>1. Online Colleges</li> <li>2. System instability</li> <li>3. Leadership Succession</li> <li>4. Programmatic Diversity</li> <li>5. AIDT</li> <li>6. Image</li> <li>7. Political Environment</li> <li>8. Litigation</li> </ol>

