

**Achieve 2015
Goals for 2011 - 2012
Southside Virginia Community College**

Access – Increase the number of individuals who are educated and trained by Virginia’s Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 25,000 individuals.

Goal 1 - In 2011-12, SsVCC will increase enrollment by 2%.

- *Increase the number of General Education Certificate awards by 50%.*
- *Increase the number of students who apply for and who receive financial aid and scholarships by 2% over 2010-2011.*
- *Increase by 5% the participation rate of online instructors in professional development activities. Special funding consideration will be given to professional development requests from adjunct instructors and those which will serve to train faculty in the integration of new technology for online instruction.*
- *Research the needs of the service area and create at least three new academic or occupational/technical programs in response to emerging, critical workforce needs, particularly in STEM related areas.*
- *Enroll at least 50% of Middle College GED recipients in postsecondary community college programs at SsVCC.*
- *Increase the number of student enrollments within the Great Expectations Program by 25% over 2010-11. This will be achieved through better promotion of the program and its benefits.*
- *Increase enrollment of underserved populations by 3% over 2010-11.*
- *Promote the Virginia Wizard through the college’s website and FaceBook pages.*
- *Update the College’s marketing plan to make use of market research and establish a timeline for phase I of implementation.*

AFFORDABILITY - Maintain tuition and fees at less than half of the comparable cost of attending Virginia's public four-year institutions, and increase the annual number of students who receive financial assistance and scholarships by 36,000.

Goal 2 – In 2011-12, SsVCC will increase the number of students receiving financial aid, scholarships, and other financial assistance by 2%.

- *Increase the number of students who apply for and who receive financial aid and scholarships by 2% over 2010-2011.*
- *Provide the latest cost of attendance data for use by the VCCS Wizard and other stakeholders. The college will survey the student body in Fall 2011 to ensure the most accurate data is used.*
- *Continue to explore textbook rental services and other innovative solutions such as e-books and custom materials to help reduce costs.*
- *Work with donors to create at least three new scholarship opportunities for students at SsVCC.*
- *Provide program costs data on the website as required by new Gainful Employment regulations.*

STUDENT SUCCESS - Increase the number of students graduating, transferring or completing a workforce credential by 50%, including increasing the success of students from underserved populations by 75%.

Goal 3 – Increase student completion rate by 2%.

- *Increase the Number of Students Completing Career Pathways Program. In 2011-12, the college will: increase the number of Career Readiness Certificates by 3%, the number of career and technical education awards by 1.5% overall, and the number of career and technical education awards for underserved students by 3%.*
- *Increase the number of students served by Title III program by 5% through a continued marketing campaign designed to show the program's mission and potential benefit to students.*
- *Implement changes in its curriculum established by the Developmental Education Redesign Taskforce.*

- *Submit to the Chancellor an update on the action plan developed by the college's alumni of the 2011 Chancellor's Developmental Education Institute by October 1, 2011.*
- *Support teaching excellence at the College through providing scholarships to full-time and part-time faculty to attend the Virginia Master Teacher Seminar.*
- *Increase the number of professional development activities faculty attend in 2011-12 geared at improving online instruction, student success, and/or advising by 3%.*
- *Develop a faculty training module to orient new adjunct faculty members to the college. The module will consist of best practices to improve student retention and success.*

Workforce – Double the annual number of employers provided training and services to 10,000, with a particular focus on high-demand occupational fields.

Goal 4 - In 2011-12, SsVCC will increase workforce training by 5%.

- *Initiate a minimum of three new Career Study Certificate Programs offered at one or more off-campus centers.*
- *Increase the number of workforce, continuing education, and off-campus students who receive a workforce credential by 5%.*
- *Increase the number of businesses and organizations served by 5%.*
- *Hire and train two Career Placement Specialists to help serve students as they enter the workforce. These positions are contingent upon funding from the Tobacco Commission.*

Resources – Raise at least \$550 million in cumulative gifts and grants to support the mission of Virginia's Community Colleges.

Goal 5 - In 2011-12, SsVCC will:

- *Research, identify, and write at least five grants to support educational activities at SsVCC.*
- *Increase philanthropy awareness within the service area by making use of the Public Relations Department, the Foundation Newsletter, the webpage, and other methods of communication.*

- *Foundation Board members will participate in VCCS sponsored board development activities and workshops.*

Management Goals- In order to accomplish the goals set forth in *Achieve 2015* and the Chancellor's Goals, various management goals are necessary.

Goal 6 - In 2011-12, SsVCC will:

- *Implement and monitor the new strategic plan, Achieve 2015.*
- *Create a Green Committee to facilitate environmentally sound practices at SsVCC.*
- *Submit a status report on the College's plan for implementation of the technology project management standards and guidelines relative to Level 2 by March 1, 2012.*