



A ROADMAP FOR *Excellence*



CHATTAHOOCHEE VALLEY COMMUNITY COLLEGE
2023-2028 STRATEGIC PLAN

WELCOME

Greetings CVCC Stakeholders:

During the 2018-2023 planning cycle, Chattahoochee Valley Community College has successfully operated in unusual and unprecedented times, delivering instruction and support services in the midst of a global pandemic. However, the College remained committed to excellence and confident in our ability to succeed and complete the 2018-2023 Strategic Plan.

During the 2022-2023 academic year, the Administrative Cabinet conducted a comprehensive self-analysis of the College to determine its path for the next five years. This process included engaging a myriad of stakeholders, such as governmental leaders, business and industry representatives, non-profit organizations, workforce and economic development organizations, members of the clergy, community leaders, CVCC Foundation Board members, faculty, staff, and students. These groups participated in a variety of focused discussions to examine the College's strengths, challenges, opportunities, and threats (SCOT). The outcome of the SCOT analysis, along with the focus group results, provided the foundation for the development of a plan for college enhancement and program development that will become the roadmap for excellence for the next five years (2023-2028).

As we look to the future, we will remain focused on our mission, vision, goals, and core values. We will continue to seek innovative approaches to engage our students and will work tirelessly to respond to the needs of our surrounding community. We are confident that our future is bright and we will utilize this strategic plan to sustain our base.

Best Regards,



Jackie Screws
President



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MISSION STATEMENT

Chattahoochee Valley Community College promotes student success and is committed to enriching our community by offering accessible quality and engaging educational opportunities through academic transfer, career and technical education, workforce development, and adult education.

OUR VISION

Chattahoochee Valley Community College (CVCC) will be a dynamic, engaged institution of higher learning, dedicated to serving the community and students by providing excellent educational, cultural, and career opportunities, allowing individuals to be successful and achieve their goals. CVCC will provide quality services through innovative practices, state-of-the-art facilities, and an understanding of meeting individuals where they are. CVCC will enhance the lives of its students, faculty, staff, and the community by:

- ✓ Promoting instructional excellence in all program areas;
- ✓ Expanding and enhancing programs to meet the needs of the area's workforce;
- ✓ Strengthening partnerships to advance the mission of the College;
- ✓ Creating a supportive teaching and learning environment;
- ✓ Integrating technology to support all programs and services;
- ✓ Implementing the use of evidence-based decision-making; and
- ✓ Providing exceptional student support services.

CORE VALUES

Academic Excellence | Student Success and Engagement | Integrity | Accountability
Continuous Improvement | Quality Service | Effective Communication | Convenience
Relevance | Civility | Diversity | Fairness

2023-2028

STRATEGIC FOCUS AREAS AND ACTION STEPS

A Roadmap for Excellence is the five-year strategic plan for Chattahoochee Valley Community College (CVCC). The plan builds upon the rich legacy of the College and the Alabama Community College System (ACCS). The vision is that this strategic plan will encourage all constituents to embrace the concept that CVCC is an example of educational excellence within its service area. The strategic plan offers the roadmap for growth and sustainability for the College. The strategic plan contains four Strategic Institutional Goals and four Areas of Strategic Focus as well as strategies to achieve each goal.

THE STRATEGIC PLAN: GOALS AND AREAS OF STRATEGIC FOCUS

Institutional Goals:

- ☒ To offer quality educational programs
- ☒ To provide diverse educational and support programs that promote student success
- ☒ To employ comprehensive planning and administration of the College's programs, services, and processes
- ☒ To provide state-of-the-art technology, infrastructure, and facilities to support the College mission

FOCUS 1

Instruction and Support Services

FOCUS 2

*Customer Service, Public Relations,
and Community Engagement*

FOCUS 3

Workforce and Resource Development

FOCUS 4

Technology and Infrastructure

FOCUS AREA I



INSTRUCTIONAL AND SUPPORT SERVICES

FOCUS 1

Instruction and Support Services



Focus Area I: Instructional and Support Services – Strategies

1. Provide excellent instruction, as evidenced by data, that meets the needs of our diverse student body and enables them to accomplish their goals
2. Provide comprehensive support services to include advising, tutoring, coaching, testing, and extracurricular activities that enrich the cultural, social, physical, and intellectual lives of students
3. Deliver student support services that enhance the onboarding, matriculation, retention, and graduation processes.
4. Implement Professional Development for faculty and staff.

Focus Area I: Instructional and Support Services - Measures

1. 75% of students will demonstrate mastery of individual Student Learning Outcomes (SLOs)
2. 50% of students will successfully progress through their program of study year over year
3. Completion rates on annual Alabama Adult Education System for Accountability and Performance (AAESAP) greater than or equal to the current State average for MSG among AL community colleges.
4. At least 55% Fall/Spring Persistence Rates for full time, degree-seeking students
5. At least 60% Retention Rates Fall to Fall for full-time, degree-seeking students
6. At least 20% Graduation Rates of degree-seeking students
7. 90% of students in orientation classes will complete an Alabama Transfer Agreement
8. At least 90% of students agree that their needs are being met as indicated on campus surveys
9. Provide at least two College-sponsored professional development opportunities annually for faculty and staff

FOCUS AREA II



CUSTOMER SERVICE, PUBLIC RELATIONS,
AND COMMUNITY ENGAGEMENT



FOCUS 2

Customer Service, Public Relations, and Community Engagement

Focus Area II: Customer Service, Public Relations, and Community Engagement - Strategies

1. Strategic market planning to increase and promote awareness of the College in the region through student success stories and branding
2. Strengthen relationships with internal and external stakeholders, including alumni
3. Facilitate collaboration to address critical community issues
4. Maintain a standard of professionalism and develop processes to enhance customer service

Focus Area II: Customer Service, Public Relations, and Community Engagement – Measures

1. 90% of faculty and staff professional development needs met as noted on campus surveys
2. 90% of students indicated that their needs are met as noted on campus surveys
3. Annual increased visibility for the College as indicated by Social Media Analytics
4. At least 2% increase in the number of completed admissions applications each fall
5. At least 2% increase in the number of first-time freshmen who matriculate each fall
6. Evidence of enhanced community/alumni engagement annually
7. A comprehensive marketing plan will be implemented

FOCUS AREA III



WORKFORCE AND RESOURCE DEVELOPMENT

FOCUS 3

Workforce and Resource Development



Focus Area III: Workforce and Resource Development – Strategies

1. Ensure that scholarship opportunities are available for students
2. Promote the economic, educational, and cultural development of the service area
3. Identify and secure external funding that advances the College's mission and vision
4. Continue cost containment through sound fiscal management

Focus Area III: Workforce and Resource Development – Measures

1. Program Advisory Committees will agree that programs meet the needs of stakeholders as indicated on feedback surveys
2. Conduct at least two Advisory Committee meetings per year
3. Evidence of enhanced community/alumni engagement annually
4. Annually pursue external funding opportunities
5. Increase the total dollars raised through private giving year over year
6. At least 2% increase in Adult Education enrollment each year
7. At least 2% increase in GEDs awarded annually
8. Maintain a minimum of 2-months financial contingency

FOCUS AREA IV



TECHNOLOGY AND INFRASTRUCTURE



FOCUS 4

Technology and Infrastructure

Focus Area IV: Technology and Infrastructure – Strategies

1. Provide reliable and secure information systems campus-wide
2. Maintain quality facilities to support College programs, services, and the community
3. Ensure instructional technology, equipment, and furnishings meet industry standards
4. Utilize technology to enhance communication with students and employees
5. Improve the overall physical appearance of the facilities and grounds
6. Maintain safety and security on campus
7. Maintain reliable transportation to support the College's mission
8. Develop and implement a five-year information technology plan

Focus Area IV: Technology and Infrastructure – Measures

1. At least 90% approval on Student Engagement Survey (IT, Facilities, Security)
2. At least 90% approval on Employee Evaluation of College Services (IT, Facilities, Security)
3. Target improvement for at least one building/infrastructure per year as noted in the Facilities master plan
4. Implement at least 80% of the annual activities outlined in the IT plan
5. 100% of vehicles operable in Fleet Management plan
6. 80% of instructional technology, equipment, and furnishings meet industry standards as indicated on Advisory Committee surveys

CVCC EXECUTIVE LEADERSHIP



Jackie Screws

President



Nicole Jackson

Dean of Instruction



Dr. Sherri Taylor

Dean of Students and
Campus Services



Dexter Jackson

Dean of Financial Affairs



Dr. Beth Mullin

Associate Dean of
Workforce and Technical
Education



Vickie Williams

Associate Dean of
Student Development
and Success



Dr. RoseMary Watkins

Director of Strategic
Initiatives



Christer Sanks

Business Manager

ACCREDITATION

Chattahoochee Valley Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Associate degrees. Chattahoochee Valley Community College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Chattahoochee Valley Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Associate Degree Nursing and Practical Nursing Programs

The Associate Degree and Practical Nursing programs are accredited by the Accreditation Commission for Education in Nursing (ACEN).

3390 Peachtree Road NE, Suite 1400
Atlanta, GA 30326
404-975-5000/404-975-5020 (fax)
Website: <https://www.acenursing.org/>

The Practical Nursing and Associate Degree Nursing programs are approved by the Alabama Board of Nursing.

Medical Assisting Program

The Associate of Applied Science in Medical Assisting program is accredited by the Accrediting Bureau of Health Education Schools (ABHES).

6116 Executive Blvd. Suite 730
North Bethesda, MD 20852
301-291-7550
<https://www.abhes.org>

Emergency Medical Services Program

The Emergency Medical Services program is accredited by the Alabama Department of Health (ADPH) Office of EMS.

The RSA Tower / 201 Monroe Street
Montgomery, AL 36104
1-800-252-1818
<https://www.alabamapublichealth.gov/ems/>

It is the official policy of the Alabama Community College System (ACCS), as well as all institutions under the control of the Board of Trustees, that no person shall, on the grounds of race, color, disability, sex, religion, national origin, genetic information, pregnancy status, age, or any other factor or status protected by applicable law, be excluded from participation in, be denied the benefits of, or be subjected to discrimination, harassment, or retaliation under any program, activity, or employment.