CHATTAHOOCHEE VALLEY COMMUNITY COLLEGE
CVCC
Established 1973
PHENIX CITY, ALABAMA

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 (CVCC) promotes student success and is committed to enriching our community by offering accessible, quality, and engaging educational opportunities through academic transfer, career technical education, workforce development, and adult education. CVCC fosters an environment in which all members are respected, appreciated, and empowered to reach their full potential.

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 1

Instruction and Support Services

Focus Area Outcome

CVCC will enable students to succeed in accomplishing their goals by providing quality education and training as evidenced by data. We will provide a supportive teaching and learning environment, accompanied by an effective array of support services.

Focus Area I: Instruction 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 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: Instruction and Support Services – Direct 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 first-time, full-time degree/certificate -seeking students.

5. At least 50% Fall to Fall Retention for first-time, full-time degree/certificate -seeking students.

6. At least 25% Graduation rates of first-time, full-time degree/certificate-seeking students.

7. 90% of students in orientation classes will complete Alabama Transfer agreements.

Focus Area I: Instruction and Support Services – Indirect Measures

1. 90% of students agree that their needs are being met as indicated on campus surveys.

2. 85% of faculty and staff agree that professional development sessions enhance their instructional capabilities and support services.

3. Student engagement ratings regarding the quality of advising, tutoring, and other support services.

4. Feedback from students on the effectiveness of extracurricular activities in enriching their cultural, social, physical, and intellectual lives.

FOCUS 2

Customer Service, Public Relations, and Community Engagement

Focus Area Outcome

CVCC will create a culture of excellence in professionalism and customer service delivery, and broaden the College's footprint by strengthening community awareness of college programs and services.

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 – Direct Measures

1. 90% of faculty and staff professional development needs are 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 requirements 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 II: Customer Service, Public Relations, and Community Engagement – Indirect Measures

1. Community feedback on the awareness and perception of CVCC programs and services.
2. Alumni positive ratings regarding engagement opportunities and communication.
3. Stakeholder feedback on the College's responsiveness and professionalism.
4. Partner organizations' positive ratings regarding collaboration efforts to address community issues.

FOCUS 3
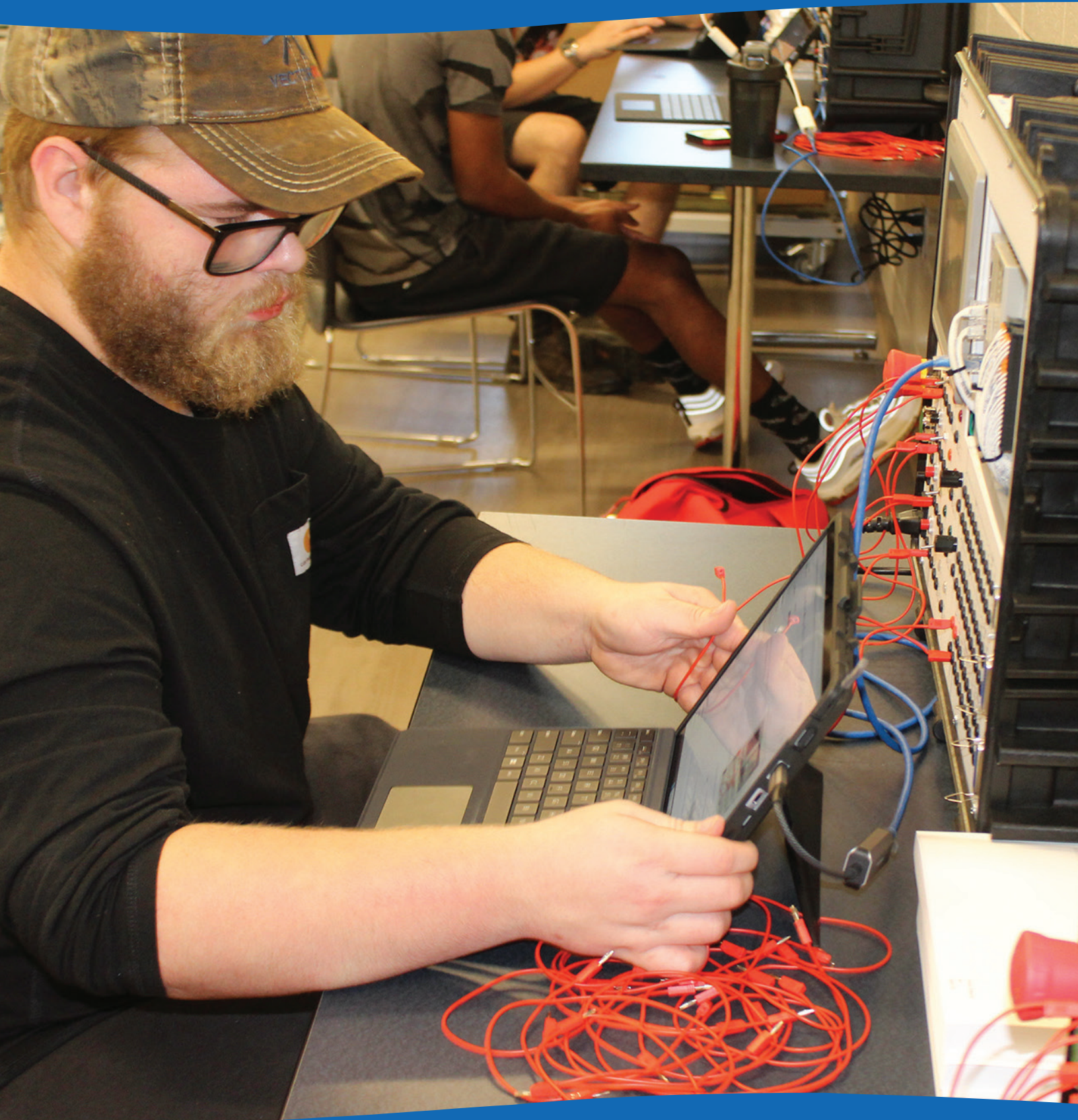
Workforce and Resource Development

Focus Area Outcome

CVCC will provide effective workforce development and training to address current and future needs of business and industry in the region; and increase alternative sources of revenue by engaging alumni, collaborating with business and industry partners, and enhancing grant acquisitions. The College will also enhance institutional budgets by controlling expenditures.

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 – Direct 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 III: Workforce and Resource Development – Indirect Measures

1. Employer satisfaction with graduates' preparedness for the workforce.
2. Alumni positive feedback on the relevance and quality of workforce training received.
3. Community perception of the College's contribution to regional economic development.
4. Stakeholder feedback on the College's effectiveness in securing and utilizing external funding.

FOCUS 4
Technology and Infrastructure

Focus Area Outcome

CVCC will provide a safe and secure environment for all members of the campus community. The College will utilize technology to enhance and support educational programs, services, and other mission related activities. CVCC will enhance buildings and grounds.

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 – Direct 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.

Focus Area IV: Technology and Infrastructure – Indirect Measures

1. Student and faculty positive feedback on the availability and reliability of technology and facilities.
2. Feedback from campus community on the safety and security measures in place.
3. User feedback on the effectiveness of communication technologies used on campus.
4. Perceptions of the campus community regarding improvements in physical appearance and infrastructure quality.
5. Feedback from faculty and staff on the adequacy of technology and infrastructure to support their work.

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

Bobby Cook
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).

Initial Accreditation Granted: 01/01/1976
Last Reaffirmation: 2023
Distance Education Approval Date: 03/12/2009
Next Fifth-Year Review: 2028
Next Reaffirmation: 2033

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/

Initial Accreditation Granted: Fall 2012
Last Reaffirmation Visit: Fall 2017
Next Reaffirmation: Fall 2025

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
Website: https://www.abhes.org/

Initial Accreditation Granted: August 14, 2018
Last Reaffirmation Visit: Spring 2023
Next Reaffirmation: Spring 2028

Emergency Medical Services Program

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

208 Legends Court / Prattville, Alabama 36066 / 334-290-3088
Website: https://www.alabamapublichealth.gov/ems/

Initial Accreditation Granted: 2019
Last Reaffirmation Visit: October 2019
Next Reaffirmation: January 2025