

FY2019 STRATEGIC INITIATIVES

Advancing the priorities in *Compass 2020*

No.	Initiative Title	FY2019 Strategic Initiatives	Coordinators
I. Student Achievement—Continuously enhance instructional program quality and effectiveness to increase student achievement, retention, and program completion.			
I-1	Program Completion	Conduct retention skill-building training (Think 30), and implement Starfish tool. Track impact and modify advising and other policies and practices as appropriate. Analyze Workforce Training Certificate program completion rates for program and student support service improvements.	Kristie Crumley April Herring Libby Trostle Jean Marriott
I-2	Student Success	Offer and assess the impact on student success of the new Integrated Reading/Writing, ALP/ENGL 101, and MAT 095 courses. Review placement tools and recommend best options. Continue to monitor success of students placed via multiple measures/alternatives to standardized testing.	Susan Sies (Mira Foote, Jenn Gertz, Jen Dunn, Siobhan Wright, Brianna McGinnis, Mary Virostek, Kristen Hadden)
I-3	General Education Assessment	Pilot 18 signature assignments in general education courses. Test use of Blackboard e-portfolio as repository for student artifacts. Finalize scoring rubrics and procedures.	Michelle Kloss Natalie Crespo Jesse Davis
I-4	Program Enhancement	Incorporate feedback from Advisory Board members to improve program quality and community outreach.	Melody Moore Steve Berry Kathy Mayan
II. Enrollment Development—Respond to community and student needs through resourcefulness in instructional programming, course delivery and scheduling, student services, and effective communications.			
II-1	Five-year Academic and Continuing Education Instructional Programming Plan	Continue the Academic and Student Affairs/Continuing Education and Training partnership to explore opportunities for increasing enrollment and new program development.	Karen Merkle Rose Mince
II-2	Instructional Programs, Delivery, Incentives, and Financial Aid Strategies to Attract New Student Populations	Develop new instructional programs, delivery methods and incentives including online learning, credit for prior credentials, and workforce training certificate programs; implement new scholarships including the Carroll Promise and Workforce Development Sequence Scholarships.	Melody Moore Steve Berry Beth Lee John Gay Steve Wantz
II-3	Lynx Athletic Program	Prepare for the launch of intercollegiate competition: Men's and Women's Soccer and Cross Country to be offered for the first time in Fall 2019.	Bill Kelvey (Jen Milam, Katie Dillon, Sharon Brunner, Jonathan Rowe, Kristie Crumley)
II-4	Enrollment Management	Fully implement Fire Engine Red, Career Coach, and the Augusoft Lumens Registration System, enhance the marketing value of the college website, and effectively communicate with prospects and students.	Maya Demishkevich Patti Davis Candace Edwards Libby Trostle Jean Marriott
III. Economic and Community Development—Support Carroll County business, workforce, and community development through career programs, customized training, and strategic alliances.			
III-1	Business Training, Services and Outreach	Support economic development by assisting businesses through customized training services and entrepreneurial initiatives, and coordinating all County funded small business development activities to increase business start-up and growth.	Libby Trostle Tom Mazerski

IV: Advancing Excellence and Organizational Effectiveness—Invest in the college’s employees, technology, decision-support systems, and communications to further the college’s excellence and reputation.

IV-1	Technology Utilization	Improve college efficiencies and effectiveness by Ellucian strategic alignment planning, Microsoft Office 365 (Teams, OneDrive, SharePoint), Business Objects training, and replacing paper and manual processes through e-forms, p-cards, and expense reports.	Patti Davis
IV-2	Employee Development	Develop staff competencies to increase effectiveness and ensure compliance with changing employment laws and current best practices.	Lisa Kuhn
IV-3	Safe Learning and Working Environment	Implement a faculty and staff training program to prevent, deter, and resolve campus-based emergencies.	Steve Drummond

V. Resource Management—Implement resource management strategies to fund the college’s priorities within anticipated levels of enrollment, governmental support, and other trends in the college’s environment.

V-1	Compass 2025 Strategic Plan and Five-year Budget Forecasts	Based on the college’s new Mission Statement and revised Institutional Effectiveness Assessment Measures, develop <i>Compass 2025</i> five-year strategic priorities and an associated five-year strategic financial plan.	Craig Clagett Alan Schuman
V-2	Program and Course Scheduling Efficiency Improvements	Make full use of M/W/F, Semester 3, 7-week, and online course offerings to meet students’ needs and encourage full-time (12+ credits) enrollment.	Laurie Shields Andrea Gravelle
V-3	Fundraising	Support the Carroll Community College Foundation in conducting the 25 th Anniversary major gifts campaign <i>Investing in a Brilliant Future</i> .	Steve Wantz

FY2019 Initiatives announced by the President 06-04-2018
 Coordinators appointed 06-04-2018
 Endorsed by the Planning Advisory Council 06-04-2018

Responsibilities of Strategic Initiative Coordinators

1. Meet with the Executive Team in September to gain a clear understanding of the goals of the Initiative within the context of the college’s Compass 2020 strategic priorities. Review the individual tasks listed under the Initiative to determine if additional tasks or collaboration are necessary to accomplish the Initiative.
2. Be an advocate for the Initiative and monitor progress during the year. Keep your Vice President informed of any obstacles that could hinder accomplishment of the Initiative.
3. Provide recommendations to the Planning Advisory Council at its May meeting on the direction of the Initiative for the following fiscal year. Submit a short written report of the recommendations. The recommendation could be that the Initiative be retired from the Strategic Plan, either because it was completed or because it has been assimilated into routine operations and no longer needs the focused attention of Strategic Plan status.