

Strategic Plan 2008 - 2013



Gulf Coast
Community College

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Message from the President



Gulf Coast Community College is stepping boldly into the future with our 2008-2013 Strategic Plan. This dynamic new plan will guide our efforts and chart our course for the next five years. We are 100 percent committed to achieving our goals, and we will be held accountable at every level from individual employees to college units to the president. Our progress will be published in reports to our District Board of Trustees and the communities we serve throughout Bay, Franklin, and Gulf counties.

These are exciting times for the college as we sharpen our vision and commit all of our resources to the delivery of life-changing learning opportunities and to full partnerships in the cultural and economic

development of our region.

The 2008-2013 Strategic Plan reflects extensive community involvement and is grounded by solid demographic and economic data analysis. The stimulus for our four Major Initiatives—Expanding Learning Opportunities, Fostering Success of Our Students, Collaborating with Our Community, and Advancing Economic Development of Our Region—was the invaluable input of our total community of stakeholders, including faculty, staff, students, and our many community partners across our service district.

Gulf Coast Community College's faculty and staff share a commitment to making a difference in lives through learning and community engagement. As we move our great college to the next level of excellence, the 2008-2013 Strategic Plan will ensure a continuing focus reflective of our core values, vision, and mission, which infinitely foster student success and community well-being. This plan charts the exciting direction of Gulf Coast Community College and it becomes the voice of the institution.

"By every part of our nature we clasp things above us, one after another, not for the sake of remaining where we take hold, but that we may go higher."
~ H.W. Beecher



Dr. Jim Kerley, President

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Values, Vision, and Mission



Amy Prior
Respiratory Therapy

GCCC trains over 60 percent of all healthcare professionals in Bay, Gulf, and Franklin counties.

Statement of Values

Holding true to its vision and working continuously on mission, Gulf Coast Community College affirms these values as essential to all the college is and does:

- Boldness of Vision
- Responsiveness to the Community
- Culture of Honesty and Trust
- Open Expression of Ideas
- Diversity of Thought and Culture
- Flexibility and Agility
- Ease of Access and Affordability
- Outstanding Teaching and Service
- Creativity and Innovation
- Purposeful Work

Vision

Gulf Coast Community College will deliver life-changing learning opportunities and will join as a full partner in dynamic cultural and economic development of the region.

Mission

Gulf Coast Community College holds students and community of central importance. The college provides many opportunities for learning and offers a range of programs and services to help students become well-educated, productive citizens. The college is equally dedicated to collaborating with the community to help create or improve economic well-being and to offer the space of the college for social dialog, events of art and culture, and other moments that enhance our quality of life.

Major Initiatives



Dale Vinson

Social Science Education Graduate

Traditional students (ages 18-25) make up 45 percent of the college's population and non-traditional students encompass 55 percent.



Expanding Learning Opportunities

Gulf Coast Community College strives for continual improvement in learning, seeking wide-ranging gains in all areas of education, from the flexibility and quality of instruction to the range of resources available to students as they learn, from the technology that aids content delivery to the range of fields of study provided, from what occurs within classroom walls and in the e-learning class without walls to learning in extraordinary new ways, from learning as a part of life to learning as a way of life.

Fostering Success of Our Students


Gulf Coast Community College is wholly committed to offering students every opportunity for success. Aware of the many demands on the lives of students, families, and the communities in which they live, the college stands ready to provide the resources and tools necessary as students pursue their educational goals and to assist them in making successful learning choices.

Collaborating with Our Community

Gulf Coast Community College believes community is a valued and honored part of its name, and this community college resolves to work with our community, partnering on many levels, communicating openly and freely, and cultivating the many benefits of education in a vital, growing community.

Advancing Economic Development of Our Region

Gulf Coast Community College accepts a central role in the economic well-being of the region, we of the college fully aware of our need to address new and changing workforce requirements, to adapt current programs to help our student-citizens take their productive place in society, and to create new programs to meet the rapidly changing regional, national, and world economies of today and tomorrow.



Goals



5th Grade Natural Science

Many fifth grade classes enjoyed a science-filled day of fun at the college.

GCCC is an advocate for supporting the community. Students and employees alike volunteer for several events every year; promoting an atmosphere of volunteerism both on campus and off.

Expanding Learning Opportunities

- EL01** Promote and support outstanding teaching and learning
- EL02** Establish and expand ongoing program review processes
- EL03** Improve college decision-making and communication
- EL04** Expand course and program offerings
- EL05** Expand learning opportunities for students beyond the classroom
- EL06** Establish children's early college connections
- EL07** Demonstrate leadership in community cultural and intellectual development

Fostering Success of Our Students

- FSS1** Improve retention in all programs
- FSS2** Assist students with the transition between programs, including high school to college, GED to college, and certificates and credentials to associate degrees
- FSS3** Improve student services
- FSS4** Recruit and retain quality faculty and staff
- FSS5** Develop technology and infrastructure
- FSS6** Improve student access to financial opportunities

Collaborating with Our Community

- CWC1** Promote individual, program, and college-wide community service activities and service learning
- CWC2** Expand physical presence and access in all three counties, offering more courses and programs
- CWC3** Grow college financial resources
- CWC4** Expand joint development and utilization of resources with educational and community organizations
- CWC5** Enhance community mentoring and tutoring initiatives
- CWC6** Expand teaching and learning opportunities for high school and middle school students and faculty
- CWC7** Join with military partners to increase learning opportunities and technology transfer
- CWC8** Initiate programming efforts with other postsecondary institutions
- CWC9** Cultivate relationships with public officials and chambers of commerce
- CWC10** Improve minority outreach
- CWC11** Expand cooperative education opportunities
- CWC12** Develop a process for utilizing the services of talented retired college faculty and staff, GCCC alumni, and the larger community of retirees, including military veterans

Advancing Economic Development of Our Region

- AED1** Respond with agility to targeted workforce needs
- AED2** Promote small business development opportunities
- AED3** Expand professional continuing education offerings, certificate programs, and other technical training to meet business and industry needs
- AED4** Pursue exceptional opportunities to develop regional, state, or national programs or centers of excellence in fields of study
- AED5** Reexamine and refocus the college's advanced technology resources to meet economic needs
- AED6** Facilitate the application and growth of green technology and eco-tourism
- AED7** Explore workforce needs in a global economy
- AED8** Expand corporate/business programs
- AED9** Develop programs to retrain the age 50 and over population for new careers



Building for the Future

The groundbreaking ceremony for the new Emergency Operations Center positions the North Bay Center for future growth, which includes the Public Safety Division National Center of Excellence.

Key Performance Indicators



Zach Messer

Computer Automation and
Robotics Technology

With over 120 programs of
study, students are sure to
find the one that inspires
them most.

Baselines will be established for all key performance indicators during summer-fall 2008.

Expanding Learning Opportunities

- EI 1.** Increase enrollment by 5% annually beginning with 2008-09
- EI 2.** Increase the number of associate degree students transferring to universities and graduating with a bachelor's degree within 6 years beginning with 2008-09
- EI 3.** Implement the Learning College model by fall 2010
- EI 4.** Establish opportunities to complete degrees/certificates at all campus sites by fall 2009
- EI 5.** Expand the number of courses offered through E-learning by 10% per year beginning with 2008-09
- EI 6.** Develop two new certificate or degree programs per year based on a strategic enrollment plan/initiative

According to the Bureau of Labor Statistics, by 2014 80.3 percent of all U.S. jobs will require an AA, AS, AAS, certificate, or short-term training and only 19.7 percent of all U.S. jobs will require a bachelor's degree. These statistics speak highly of the importance of a community college education.

Fostering Success of Our Students

- FI 1.** Increase certificate and degree graduation rates by 2% annually beginning with 2008-09
- FI 2.** Improve comparative scores on the Community College Survey of Student Engagement beginning with 2009
(In fall 2008, baselines will be set in all areas, a timeline created, and improvement percentage identified.)
- FI 3.** Improve retention rates by 2% annually beginning in 2008-09
(Target/cohort groups will be identified, and retention, as it applies to each group, will be defined and measured.)
- FI 4.** Increase the number of students who enroll in consecutive fall and spring semesters/terms and do not stop-out beginning in 2008-09
(By fall 2009, a baseline will be established and the targeted increase will be identified.)
- FI 5.** Improve first-time student Common Placement Test (CPT) scores by 3% by fall 2010, thereby reducing the number of students who test into the lowest level of developmental coursework or into developmental coursework altogether in the areas of English, mathematics, or reading
- FI 6.** Increase by 1% per year the number of students taking technical dual enrollment credit classes beginning in 2008-09
- FI 7.** Implement a new academic advising model by fall 2010



48th Annual Honors Convocation
Faculty and staff honor a few of GCCC's finest students with special recognition awards.

Collaborating with Our Community

- CI 1.** Formalize agreements with FSU-PC for joint advising and admissions, joint grants, and joint marketing by fall 2009
- CI 2.** Increase the number of faculty, staff, and students engaged in community service by 2% annually beginning in 2008-09
- CI 3.** Incorporate fundraising activities through the Development Office/Foundation to “promote one college,” by spring 2009 focusing all areas of the college, including athletics, radio, and other entities engaged in fundraising
- CI 4.** Expand the Development Office to include chief development offices for annual planning and corporate planning by fall 2010
- CI 5.** Begin a feasibility study for a major capital campaign, with an emphasis on programs and scholarships, by fall 2011
- CI 6.** Establish outlying educational sites/presence, beginning with Pier Park and the Franklin County Consolidated School, by fall 2009
- CI 7.** Establish robust recycling efforts on campus and in the community during academic year 2008-09

Advancing Economic Development of Our Region

- AI 1.** Host an annual forum with chambers of commerce/business leaders to focus on GCCC and opportunities by fall 2009
- AI 2.** Assess need for Advanced Technology Center by fall 2008 and begin appropriate actions based on the assessment, including (a) collaboration with FSU, other universities, and K-12 schools systems on establishment of an Advanced Technology Center and (b) securing funding by spring 2010
- AI 3.** Assess and pursue opportunities related to the new airport and identify associated educational program needs by fall 2010
- AI 4.** Work with chambers of commerce/economic development offices to establish a presence in college facilities through implementation of a campus master plan, with associated planning beginning by fall 2009

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