

A MESSAGE FROM THE PRESIDENT



To SCC Friends and Colleagues:

It has been my pleasure to serve as President/CEO of Somerset Community College for ten years. I am very proud to be associated with this fine institution and the Kentucky Community and Technical College System (KCTCS). Our faculty, staff, and Board of Directors have worked to make our College better each year and we will continue that work as we implement this strategic plan.

Our Strategic Plan for 2010-2016 is designed to guide our College as we strive to improve the employability and quality of life of Kentucky citizens by being our area's primary provider of college and workforce readiness, transfer education, and workforce education and training. Our five goals have specific performance measures and five year targets that will create a ruler for measuring our success.

As always, we know that the continued success of SCC is due to the dedication of our students, faculty, staff, and the communities who support us. Thank you for all you do to make our College one of the best places to prepare for life's work and one of the "Best Places to Work in Kentucky."

Sincerely,

Jo Marshall, Ph.D. President/CFO

VISION

To be recognized as a premier community college.

VALUES

- Responsiveness to students, employers, and communities
- Access with innovative and flexible delivery
- Trust, respect, and open communication
- Continuous improvement
- · Inclusion, multiculturalism, and engagement

SCC MISSION

The mission of Somerset Community College is to improve the employability and quality of life of area citizens as the primary provider of:

- College and workforce readiness
- Transfer education
- Workforce education and training
- Associated student support services

Somerset Community College, a member of the Kentucky Community and Technical College System, is a public associate degree granting institution serving the south central region of Kentucky.

GOALS

- Advance excellence and innovation in teaching, learning, and service
- Cultivate diversity, multiculturalism, and inclusion
- Increase student access, transfer, and success
- Enhance the economic and workforce development of the Commonwealth
- Promote the recognition and value of SCC and KCTCS

ADVANCE EXCELLENCE AND INNOVATION IN TEACHING, LEARNING, AND SERVICE

PERFORMANCE MEASURE: MANAGEMENT

Engagement

Results from Community College Survey of Student Engagement (CCSSE) and Community College Faculty Survey of Student Engagement (CCFSSE) that measure:

- Active learning
- Student/faculty interaction
- Student effort
- Support for learners
- Academic challenge



TARGET: Exceed the national average

PERFORMANCE MEASURE: IMMINIMUM

Licensure/Certification Pass Rate

Annual percent of first-time takers passing licensure and certification exams required by the following professions for entry-level positions:

- Cosmetology
- Respiratory Care
- Radiography
- Physical Therapy Assistant
- Heating/Ventilation/ Air Conditioning
- Nursing & Nurse Aides



TARGET: Exceed the national average

- Develop and implement a comprehensive professional development
- Implement a comprehensive evaluation system for courses, advising, and student services
- Adapt and use the KCTCS Quality Assurance Program for online instruction
- Increase budget support for direct instruction to 65% of total College budget
- Fully implement SCC's Critical Thinking Quality Enhancement Plan

CULTIVATE DIVERSITY, MULTICULTURALISM, AND INCLUSION

Student Diversity

Percent of minority students compared to percent minority population:

CURRENT: 58.4%

2016 TARGET: 100.0%

PERFORMANCE MEASURE: IMMEMBER 1991

Employee Diversity

Percent of minority employees compared to percent minority population:

CURRENT: 83.7%

2016 TARGET: 100%

PERFORMANCE MEASURE: MANAGEMENT

Persistence Rate — Diversity

Percent of fall/summer first-time credential-seeking minority students who have earned a credential, transferred to a four-year institution, or are still enrolled at the end of three years:

CURRENT: 38.9%

2016 TARGET: 50.3%

- Develop a comprehensive program of diversity and multicultural activities
- Expand English as a Second Language (ESL) program
- Inclusion of multiculturalism in classroom materials
- Develop recruiting plan for minority students and employees

INCREASE STUDENT ACCESS, TRANSFER, AND SUCCESS

PERFORMANCE MEASURE: MANAGEMENT

Developmental Education Success Rate

Percent of students referred to developmental courses by subject who complete a developmental course in that subject or re-test at a college level by the end of the second year:

TARGET: 100% of developmental students enroll in remedial courses and achieve the following pass rates:

Engish 68.6%
Math 63.8%
Reading 75.6%

PERFORMANCE MEASURE: MANAGEMENT Days is in a participation Party

Participation Rate

SCC fall credit enrollment, as a percentage of adult (ages 18-64) population:

CURRENT: 3.3%

2016 TARGET: 3.6%

PERFORMANCE MEASURE:

Credentials

Annual count of associate degrees, certificates, and diplomas awarded:

CURRENT: 2075 Credentials Awarded

2016 TARGET: 1985 Credentials Awarded 38.7% Associate Degrees

PERFORMANCE MEASURE: MANAGEMENT

Persistence Rate

Percent of fall/summer first-time credential-seeking students who have earned a credential, transferred to a four-year institution, or are still enrolled at the end of three years:

CURRENT: 48.1%

2016 TARGET: 50.3%

PERFORMANCE MEASURE: MANAGEMENT

Transfer

Definition: KCTCS/CPE definition, including in-state transfers, out-of-state transfers, students transferring additional credit, transfer credit, transfer credit applied to degree programs and two transfer rates:

CURRENT: 20.6%

2016 TARGET: 26.2%

- Redesign website to incorporate individual department and division links
- Maintain quality website
- Continue focus on communication
- Expand transfer center services
- Expand certificate, diploma, and degree options in response to community needs
- Annually review organizational structure for effectiveness and efficiency
- Offer high-demand courses at times and in formats students need
- Increase enrollment

ENHANCE THE ECONOMIC AND WORKFORCE DEVELOPMENT OF THE COMMONWEALTH

PERFORMANCE MEASURE: IMMINIMUM

Workforce Matriculation

Percent of first-time credit workforce students who enroll as credential-seeking students within three years:

CURRENT: 3.4%

2016 TARGET: 13.5%

Wage Index

Median wage of KCTCS completers earning \$2,500 or more in the second quarter after completion, indexed to the state median occupational wage:

CURRENT: 89.5%

2016 TARGET: 95.9%

PERFORMANCE MEASURE: MANAGEMENT

High Wage/High Demand Completions

Annual number of credentials awarded in fields with:

- · Average salaries at or above the 75th percentile.
- Growing at a rate greater than or equal to the state average, or exceeding 100 annual job openings.

CURRENT: 242

2016 TARGET: 253

- Assess and monitor regional training needs
- Increase faculty involvement in meeting customized needs for industry
- Increase enrollment in Workforce Development
- Establish job placement centers
- Develop a systematic survey of local employment needs
- Develop secure posting of student resumes on website

High Wage/High Demand Jobs

- Aircraft Power plant Technology/Technician
- Allied Health Diagnostic, Intervention and Treatment
- Business Administration and Management, General
- Carpentry/Carpenter
- · Cinematography and Film/Video Production
- Computer and Information Sciences, General
- Computer Technology/Computer Systems Technology
- Construction/Heavy Equipment/Earthmoving Equipment Operation
- Criminal Justice/Law Enforcement Administration
- Data Processing and Data Processing Technology/ Technician
- Dental Hygiene/Hygienist
- Diagnostic Medical Sonography/Sonographer and Ultrasound Technician
- Electrical, Electronic and Communications Engineering Technology/Technician
- Electrician
- Environmental Engineering Technology/ Environmental Technology
- Industrial Mechanics and Maintenance Technology
- Mason/Masonry
- Medical Radiologic Technology/Science Radiation Therapist
- Nuclear Medical Technology/Technologist
- Nursing (RN Training)
- Occupational Therapist Assistant
- Plumbing Technology/Plumber
- Radiologic Technology / Science Radiographer
- Real Estate
- Respiratory Care Therapy/Therapist

PROMOTE THE VALUE AND RECOGNITION OF SCC AND KCTCS

PERFORMANCE MEASURE: [##########

Media Focus

Number of media citations and positive citations as a percent of total, as reported by the VOCUS mediatracking service and KCTCS Public Relations:

CURRENT: 241 Media Citations 100% Positive

2016 TARGET: 427 Media Citations 95% Positive

PERFORMANCE MEASURE: MANAGEMENT

Financial Contributions

Annual dollar amount (rounded to nearest thousand) of financial contributions from grants, contracts, advancement and other external sources, and endowment income:

CURRENT: \$3,738,000 (Rounded to the nearest \$1,000)



- Encourage faculty and staff to advocate for the College
- Increase targeted marketing
- Host college-wide open houses
- Increase contact with stakeholders and legislators
- Increase communication within and between departments of the College and with students
- Recognize student and employee achievements

Summary

Through Leadership, Service, and Support, SCC will:

- Effectively engage students in positive learning outcomes
- Increase the number of people who are professionally licensed or certified
- Help under prepared students be more successful in college
- · Attract more working age adults to college
- Increase the number of credentials we award especially at the Associate Degree level
- Focus on helping students stay in school to achieve their goals
- Increase the number of students transferring successfully to four–year schools
- Attract more ethnically diverse students and employees
- Assist ethnically diverse students to stay in school to achieve their goals
- Prepare more workers for high wage/high demand jobs
- Increase the number of workforce students who return to pursue an SCC credential
- Provide students an education that leads to economic prosperity
- Increase awareness and a positive image of SCC and KCTCS
- Continue to attract financial support from nongovernment sources



SOMERSET COMMUNITY COLLEGE

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Laurel Campus 100 University Drive London, KY 40741

McCreary Center 250 College Street Whitley City, KY 42653

Russell Center 848 West Steve Wariner Drive Russell Springs, KY 42642

> Clinton Center 1273 KY Highway 90 W. Albany, KY 42602

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