

**Unit Strategic Plan**

**2015 - 2017**

**Name of Program/Department:** Office of Community Outreach

**Mission Statement (for the program or department):** The mission of the Office of Community Outreach is to serve Jefferson State Community College by overseeing its existing relationships with civic leaders, community-based organizations, and governmental entities and to also seek opportunities to generate new partnerships that lead to the development of meaningful outcomes based on the mission of the college.

**Summary of Access, Productivity and Effectiveness (Including, but not limited to, program load, success rate, retention rate, completion rate, employer surveys, student surveys):**

As one of the first community colleges in the state of Alabama, we have enjoyed and benefited from strong relationships and community partnerships. This department is committed to continuing to build connections beyond the campus and fostering partnerships which are inspired by common goals.

These collaborations have allowed the College to sustain and enhance the programs and offerings throughout the region in which we serve. The unit with support of Administration has cultivated these governmental, business, and community relationships. This has been accomplished through direct involvement in a wide array of community activities and governmental initiatives. The office represents Jefferson State on local and statewide boards and commissions, as well as in a wide variety of civic endeavors. Historically, one of the College's strengths is the ability to be at the forefront of recognizing and seizing strategic opportunities.

**Internal Conditions:**

- 1. Technology:** The unit has technology needs that will likely need to be addressed within the Strategic Plan period of 2015-2017.

Computers:

- 745 model (over 8 years old, not under warranty & should be replaced as soon as possible)
- 780 model (around 5 years old, not under warranty)
- 790 model (less than 3 years old, still under warranty)
- 7010 model (less than 3 years old, still under warranty)
- Dell Latitude and Flat Panel Monitor with Sound Bar (new)

Fax/Scanner/Printer:

- Brother Intellifax 2820 (new)

Printers:

- Xerox Phaser 6280 (around 7 years old, not repairable - Printer is no longer compatible with the college's print server and has been connected locally to one of the PCs and should be replaced.)
- HP 4100 (around 14 years, not repairable)
- Konica mc5570 (age unknown, not repairable)

Copier:

- Ricoh (currently under lease)

2. **Budget:** As the unit increases its activities in all areas of our footprint, we anticipate additional resources for these outreach efforts will be required.

3. **Staffing:** We currently have adequate staffing to meet the needs of the unit.

Full Time:

- Guin Robinson, Director of Community Outreach
- Damita Hill, Coordinator of Marketing and Community Outreach
- Libby Holmes, Advisor/Student Services Specialist

Part Time:

- Danielle Collar, Office Assistant
- Kim McCay, Office Assistant

4. **Resources:** The unit is very dependent on the internal resources of the College. The Administration must be solidly supportive of community outreach efforts. Since faculty and staff play an integral role in communicating the needs of each department of JSCC, the Office of Community Outreach actively engages employee groups whenever possible. The unit works closely with the Office of Resource Development, Office of Media and Public Relations, Office of Admissions and Enrollment Services, Center for Workforce Education, Office of Career and Technical Education, and the Office of Institutional Research Information Records. The unit also plans to increase coordination of efforts with the college's recruiters to increase awareness of college programs, services, and initiatives related to community outreach.

5. **Enrollment: NA**

6. **Facilities:** The unit has a total square footage of office space of 2,662.

- Jefferson Campus: 2,262 square feet
- Shelby-Hoover Campus: 400 square feet

7. **Equipment: NA**

**External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):**

Changes in political and community leadership can have an influence on the external conditions effecting the department. New policies and procedures as well as changes to existing policies and procedures also have an impact. Changes in the business climate of the community or general overall community needs directly influence the unit and ultimately the College. Another important external condition is the ever-changing and diverse communities we serve which plays a crucial role in dictating how the unit responds and reacts. To that end, the unit has identified the importance of maintaining a greater presence in the minority community of Greater Birmingham. We need to expand and enhance our current relationships and involvement in this most important demographic we serve.

The unit will continue a targeted focus on maintaining and strengthening relationships with external stakeholder groups. The department plans to aggressively pursue expanded relationships with local chambers of commerce, professional consortiums, and other community, business and workforce development organizations which can benefit from a reciprocal association with the college.

**2013-2014 and 2014-2015 Accomplishments:**

The college completed a bold five-year strategic plan and began the process of its next strategic community outreach initiative. The period was also marked by an aggressive internal and external campaign to celebrate the 50<sup>th</sup> anniversary of Jefferson State Community College thus positioning the college for the future.

During the past two years, the accomplishments of the Office of Community Outreach include:

- The unit increased its participation in events and activities in the minority demographic of the Birmingham region. This was accomplished by unit staff actively participating in functions associated with organizations such as the Birmingham Civil Rights Institute, Leadership Birmingham, African American Business Council, and the South Regions Minority Suppliers Development Council.
- The office developed internal relationships to assist in identifying funding and community outreach sources. The unit was an active participant in ongoing regularly scheduled meetings which resulted in resource and program development for the college. An obvious example of this was the office's work in connecting the Center for Workforce Education with external entities.
- The unit worked closely with the Office of Resource Development by advocating and working to secure funding for dual enrollment, workforce development grants, and foundation and business entities.
- The office assisted the Center for Workforce Education with establishing relationships and opportunities to benefit that department and the college.

- The Youth Leadership Development Program (YLDP) served over 1000 high school students attending over 50 high schools in our service area. Additional YLDP programs include the Walsh Academy of Leadership and Culinary Explorers. Approximately 6000 community service hours were completed by students through these endeavors.
- The unit facilitated a relationship between Big Brother Big Sisters of Greater Birmingham and the college.
- The unit led the year-long 50<sup>th</sup> anniversary celebration that included a college and community celebration event, a 5K Run, the Miss Jefferson State pageant, Family & Fun Day, and Pioneer Day.
- Representatives of the office served on several community boards and steering committees tasked with various non-profit and workforce development missions which further connected the college to the community.
- The unit coordinated the performance of a SWOT Analysis that led to the development of goals and objectives for future college operations. This strategic plan will be used to launch a resource development campaign.

### **Unit Goals for 2015-2016 and 2016-2017**

#### **Goal 1: Increase our presence and involvement in the minority demographic of Birmingham**

1. Objectives:
  - Increase participation in the community and cultural activities of Birmingham
  - Increase the number of Birmingham City Schools participating in YLDP programming
2. Method of Assessment:
  - The number of activities in which the unit participates
  - The number of additional partners cultivated for the College
  - The number of new Birmingham City Schools represented in YLDP
3. Additional Funding Requests:
  - No additional funding is needed.

#### **Goal 2: Create meaningful community engagement opportunities for JSCC faculty and staff**

1. Objectives:
  - Engage JSCC staff in determining their volunteerism interests and priorities
  - Create community engagement programming which aligns the interests and priorities of JSCC staff with those of neighboring communities in the service area
  - Pursue funding sources to support community engagement

2. Method of Assessment:
  - The number of faculty and staff actively involved in community volunteerism
  - The number of volunteer opportunities presented to faculty and staff by the unit
3. Additional Funding Requests:
  - Additional funding may be needed but is not known at this time and will be contingent upon the level of desired involvement by faculty and staff.

**Goal 3: Enhance relationships with JSCC's neighbors in the community and with federal, state, and local officials**

1. Objectives:
  - Create open dialogue with elected officials and community leaders regarding significant college priorities, activities, and decisions
  - Meet regularly with elected officials and attend events on behalf of the college
  - Provide services and information to external audiences which helps them serve their constituents
2. Method of Assessment:
  - The number of new relationships established and current relationships supported
3. Additional Funding Requests:
  - Additional funding may be needed but will be dependent upon the types of activities and degree of relationships formed and enhanced.