

Unit Strategic Plan

2015 – 2017

Name of Program/Department: St. Clair-Pell City Campus

Mission Statement (for the program or department):

The St. Clair County/Pell City Campus of Jefferson State Community College is an instructional site created to specifically serve the educational needs of our students in St. Clair County and the surrounding areas. It is a place where students will be able to register for classes, pay tuition, see an advisor, and successfully meet their educational goals. The Pell City Campus actively seeks to increase student enrollment, retention, and overall satisfaction.

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

- The St. Clair-Pell City Campus was constructed as a result of the approved expansion of Jefferson State Community College's service area by the State Department of Education in 2006. The Center strives to promote Jeff State's commitment to area residents by providing accessible educational and workforce developmental programs. Enrollment at the Center remains strong and continues to steadily increase.
- The St. Clair-Pell City Campus offers general education courses from Area I, II, III, and IV in support of the Associate in Arts, Associate in Science, and the Associate in Applied Sciences curriculums. Specific degree programs offered are the Registered Nursing Program and the Manufacturing and Technology program.
- Enrollment at the St. Clair-Pell City Campus has remained steady over the past 5 years with an average enrollment of around 650 students each Fall Semester.
- ACHE and SACS-COC approved the offering of the AAS Nursing, AAS Manufacturing and Technology, and AA/AS transfer degree programs at the St. Clair-Pell City Campus.
- At least one full-time advisor, the library learning center, and a book store are available to students during normal business hours. Advising hours are increased during the peak registration period to give the students greater access to this resource.
- A safe and well maintained learning environment has been achieved as evidenced by an average of less than 3 incidents/offenses reported each year. This success is attributed to at least one police officer being present during all hours of operation in addition to video surveillance monitors being installed in the admissions and security rooms.

Internal Conditions:

1. Technology:

- 100% of lecture classrooms are equipped with a computer and overhead projector for use during class lectures.
- Instructors have access to multiple mobile technology carts including 1 projector/computer, 2 tv/dvd carts, and 1 overhead cart.
- Three computer labs (one is an open lab, one is an instruction lab, and one is a CAD lab) are equipped with 30, 30, and 18 computers respectively, a networked printer and an instructional computer with an overhead projector for in-class lectures and demonstrations.
- Each full-time faculty and staff member has an office equipped with a computer, telephone, and access to a networked printer.

- The admissions office has a multi-function office printer/copier/fax machine, a heavy-duty copier, document scanner with dual monitor system, and a scantron machine. The admissions office also provides students with a kiosk to send financial aid and enrollment services documents electronically to the respective departments at the main campus.
- All library resources, materials, and services are available from any internet connection through the library's content management platform, which provides access to the online public catalog of all library holdings, electronic book collections, premier research databases, virtual reference services, subject guides, and resource pages. The library has 5 computer workstations for students to utilize.
- A Financial Aid L-19 part time employee is staffed two days per week from 8am-4:30pm to answer Financial Aid-related questions without the need of the student to drive to a different JSCC campus.

2. Budget:

- The St. Clair-Pell City Campus consciously focuses on using budgeted funds as they have been approved. Funds for materials and supplies have been sufficient to meet the needs of the Campus.
- Annual reviews of the Campus's goals will determine future budget needs and the appropriate requests will be made at that time.

3. Staffing:

- All areas are sufficiently staffed to allow for a consistent level of instruction and service. The Center currently staffs a full-time Division Chair, Site Coordinator, Office Manager, librarian, 2 English, Biology, Math, History, Psychology, Speech and 3 Nursing instructors. In all, 13 full-time faculty members and around 15 part-time faculty work at the St. Clair-Pell City Campus. In addition, there are 5 part-time employees helping with administrative- and building-related support. At least one police officer is present during all business hours to maintain the safety and security of the building.

4. Resources:

- The St. Clair-Pell City Campus staff works closely with various departments (Enrollment Services, Financial Aid, Business Office, ADA Office, and Information Systems) at each Jeff State location to provide information and services to its students.
- The Learning Resources Center provides a full-time professional librarian who provides research assistance to students.
- GED classes continue to be offered on site.
- A full-time book store is available during normal business hours for obtaining all school textbooks and supplies.
- The St. Clair County Literacy Council staffs a coordinator at the St. Clair-Pell City Campus.
- The St. Clair County Economic Development Council maintains offices at the St. Clair-Pell City Campus.
- A variety of Community Education classes are offered at the St. Clair-Pell City Campus.

5. Enrollment:

Enrollment at the St. Clair-Pell City Campus has steadily increased over the years 2008-2011. The following table shows the total headcount for the Fall Semester of each year.

Total Fall Enrollment at the St. Clair-Pell City Campus				
2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
689 students	715 students	666 Students	634 Students	667 Students

6. Facilities:

The St. Clair-Pell City Campus of Jefferson State Community College is housed in two buildings: a 47,500 square foot building in which the college offers courses in business, art and music appreciation, biology and

chemistry, computer and word processing, English, social sciences, mathematics, humanities, and speech; and a 9,700 square foot building housing training labs and in which the college offers courses related to manufacturing and technology. As a vital community resource in St. Clair County, the Pell City Campus features college classrooms, computer labs, a bookstore, a full service library, a GED testing center, the St. Clair County Economic Development Council, and all the facilities required to meet the educational needs of the surrounding area.

7. Equipment:

- Other equipment not listed in the technology section of this report includes, two laser jet printers, 1 color laser jet printer, two copy machines, a fax machine, a picture ID machine, and two monitors displaying our security camera feeds.
- The science lab/prep room contains two table top incubators, one table top autoclave, a dishwasher, refrigerator, and 32 light microscopes.
- The nursing program has two nursing labs, one equipped with six Stryker Medical/Surgical beds and related equipment and the other is a well-equipped simulation lab.
- The manufacturing and technology building contains an array of welders, controllers, robotics, hydraulic, and other related-equipment.

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

As part of Jefferson State Community College, the St. Clair-Pell City Campus seeks to meet the requirements of the Alabama College System, under the control of the State Board of Education, as well as those of our regional accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. All courses are regulated by the Alabama Department of Postsecondary Education. Course competencies have been reviewed and adopted. All instructors are encouraged to use the respective course competencies to outline their course and syllabi.

Accomplishments:

2013-2014 Accomplishments

- Enrollment numbers at the St. Clair-Pell City Campus remained fairly consistent from the previous year.
- The second nursing class graduated from the Pell City Campus.
- One additional full-time Biology faculty member was added to the Pell City Campus.
- A Division Chairperson was added to help maintain a cohesive faculty as well as handle any student/faculty issues.
- A Site Coordinator was added to help manage the building and enrollment/student services.

2014-2015 Accomplishments

- SACS-COC came for a site visit and the Pell City Campus passed with no recommendations. Our Branch Campus Status was fully approved.
- Enrollment numbers at the St. Clair-Pell City Campus remained fairly consistent from the previous year.
- Started the 1st annual College Readiness Seminar at the Pell City Campus.
- The third nursing class graduated from the Pell City Campus.
- An L-19 Financial Aid person was added to provide additional financial aid advising hours for the Pell City Campus students.

Unit Goals (2015-2016)

Goal 1: Continue to provide services and resources to support faculty, staff, and students.

1. Objectives

- a. Acquire 6 new computers to replace/upgrade existing faculty and staff computers.
- b. Acquire 2 laptop computer and docking stations for the two faculty members who are split between the Pell City and Clanton Campuses.
- c. Acquire 2 new computers and 2 new projectors to replace/upgrade any classroom technology setups that break during the year.
- d. Acquire 4 new computers and 2 new computer workstations to increase the technology availability in the library.
- e. Acquire 2 new tables and 8 new chairs to increase the seating capacity of the library.
- f. Acquire all required laboratory material to begin offering Chemistry courses at the Pell City Campus
- g. Expand the Math Tutoring Lab hours to 12 hours per week of staffed Math Tutors
- h. Add a Reading/English Tutoring Lab for 6 hours per week of staffed English Tutors
- i. Weekly/Bi-weekly visits from the IT department
- j. Weekly/Bi-weekly visits from the Maintenance department
- k. Weekly visits from the One-stop Career Center
- l. Acquire 5 tables and 10 chairs for nursing

2. Method of Assessment

- a. Review purchase order as well as directly assess the facilities
- b. Review purchase order as well as directly assess the facilities
- c. Review purchase order as well as directly assess the facilities
- d. Review purchase order as well as directly assess the facilities
- e. Review purchase order as well as directly assess the facilities
- f. Review purchase order as well as directly assess the facilities
- g. Review part-time salary report as well as the Math Tutoring Lab log book
- h. Review part-time salary report as well as the English Tutoring Lab log book
- i. Review the IT log book and schedule
- j. Review the Maintenance log book and schedule
- k. Review the One-Stop Career Center hours and locations of service
- l. Review purchase order as well as directly assess the facilities

3. Additional Funding Requests

- a. Funds to add equipment
 - 6 computers @ approx. \$800ea = \$4,800
- b. Funds to add equipment
 - 2 laptops @ approx. \$2,000ea = \$4,000
- c. Funds to add equipment
 - 2 computers @ approx. \$800ea = \$1,600
 - 2 projectors @ approx. \$1,500ea = \$3,000
- d. Funds to add equipment
 - 4 computers @ approx. \$800ea = \$3,200
 - 2 computer work stations @ approx. \$500ea= \$1,000
- e. Funds to add equipment
 - 2 tables @ approx. \$500ea = \$1,000

• 8 chairs @ approx. \$200ea =	\$1,600
f. Funds to add equipment	
• Lab supplies @ approx. \$11,183 =	\$11,183
g. Funds to add Math tutor	
• 1 part-time Math tutor @ \$1,500	\$1,500
h. Funds to add English tutor	
• 1 part-time English tutor @ \$1,500	\$1,500
i. No additional funds requested	
j. No additional funds requested	
k. No additional funds requested	
l. Funds to add tables/chairs	
• 5 Tables @ approx. \$550ea	\$2,750
• 10 chairs @ approx. \$120ea	\$1,200
Total	\$38,333

Goal 2: Enhance the overall student satisfaction/experience at the St. Clair-Pell City Campus.

1. Objectives

- Increase the number of events at the Pell City Campus to a minimum of 1 per month (examples - Poetry Slam, College Readiness Seminar, Get on Board Days, Author Reading, etc).
- Organize a workshop series to be held once per semester focusing on a variety of topics including professionalism, resume and job related documents, etc.
- Acquire an outdoor recreational area to increase and enhance the educational and scholarly environment at the St. Clair-Pell City Campus.
- Hire an Associate Dean for the St. Clair-Pell City Campus to be responsible for all campus operations including class schedules, staffing, student/faculty issues, and enrollment/student services.
- Acquire 2 wall-mounted TVs for digital advertising in the enrollment office as well as the student break room.

2. Method of Assessment

- General feedback from the first annual seminar series as well as student surveys regarding the general interest in such activities.
- Survey of faculty, staff, and students based on interest as well as need at the St. Clair-Pell City Campus specifically.
- Survey of faculty, staff, and students based on interest as well as need at the St. Clair-Pell City Campus specifically.
- Review HR records for job posting and hiring date.
- Review purchase order as well as directly assess the facilities.

3. Additional Funding Requests

- Funds to provide monthly activities
 - Monthly activities @ approx. \$100ea = \$1,200
- No additional funds are requested
- Funds to build an outdoor area
 - Pavilion Style Roof @ approx. \$5,000
 - Concrete pad @ approx. \$2,000

- Picnic tables @ approx. \$1,000
 - Sidewalk @ approx. \$2,000
 - d. No Additional funds are requested
 - e. Funds to acquire
 - 2 TVs @ approx. \$300ea \$600
 - 2 Computers @ approx. \$800ea \$1,600
- Total \$13,400**

Goal 3: Increase the overall student enrollment at the St. Clair-Pell City Campus.

1. Objectives

- a. Increase the exposure of the St. Clair-Pell City Campus to area high school students.
- b. Increase the involvement of student groups (PTK, Ambassadors, SGA) in the recruiting process at the St. Clair-Pell City Campus.
- c. Add signs on I-20 (both directions/exits).
- d. Increase the involvement of JSCC faculty/staff in the local community
- e. Maintain a good working relationship with all area high school principals and councilors.
- f. Increase the exposure of the St. Clair-Pell City Campus by hosting a job fair.
- g. Increase the exposure and success stories told in the local newspapers/radio.

2. Method of Assessment

- a. Review of official headcount reports issued by the Institutional Research, Information, and Records (IRIR) office.
- b. Review the involvement of student groups in such activities as college days, new student orientation, and high school visits.
- c. Review ALDOT's signage request approval and confirm placement of signs.
- d. Review and document all community activities that St. Clair-Pell City faculty/staff participate in.
- e. Review and document all meetings with St. Clair County high school principals and councilors.
- f. Review and document whether a job fair was hosted by the St. Clair-Pell City Campus
- g. Review and document the number of articles published by local newspapers on St. Clair-Pell City Campus stories.

3. Additional Funding Requests

- a. Funds to purchase promotional material:
 - One College Day per semester @ approx. \$500ea = \$1,500
- b. Funds to purchase promotional material:
 - One visit per high school in St. Clair County @ approx. \$250ea = \$1,500
- c. No additional funds requested.
- d. No additional funds requested.
- e. No additional funds requested.
- f. No additional funds requested.
- g. Funds to purchase two ads per semester
 - Newspaper adds @ approx. \$300ea \$1,200

Total \$4,200

Goal 4: Maintain a safe and functional St. Clair-Pell City Center building/resources/environment.

1. Objectives

- a. Paint the walls of the hallways to increase the visual appeal of the Campus
- b. Fix the popup table outlets in Room 101 and Room 105 (currently no power to any of the outlets)
- c. Fix the clocks throughout the building (no clocks are working)
- d. Service Biology Lab Microscopes
- e. Acquire new Biology Lab Microscopes
- f. Add speed bumps in front of the St. Clair-Pell City Campus
- g. Finish building out the 3rd floor of the Pell City Campus

2. Method of Assessment

- a. Check maintenance records and facilities directly.
- b. Check maintenance records and facilities directly.
- c. Check maintenance records and facilities directly.
- d. Check maintenance records and facilities directly.
- e. Review purchase order and check facilities directly.
- f. Review purchase order and check facilities directly.
- g. Review purchase order and check facilities directly.
- h. Review purchase orders and check facilities directly.

3. Additional Funding Requests

- a. Funds to paint
 - Paint all hallways @ approx. \$2000 = \$2,000
- b. Funds to fix
 - Popup table outlets @ approx. \$500 = \$500
- c. No additional funds are requested
- d. Funds to service microscopes
 - General Microscope Service @ approx. \$20ea = \$640
 - Microscope Repair @ approx. \$300 = \$300
- e. Funds to purchase
 - 16 microscopes @ approx. \$1,000ea = \$16,000
- f. Funds to purchase
 - 2 speed bumps @ approx. \$500ea = \$1,000
- g. Funds to purchase
 - 3rd floor completion \$300,000

Total \$320,440

All 4 Unit Goals (2015-2016)

Total \$376,373

Unit Goals (2016-2017)

Goal 1: Continue to provide services and resources to support faculty, staff, and students.

1. Objectives

- a. Acquire 6 new computers to replace/upgrade existing faculty and staff computers.
- b. Acquire 2 new computers and 2 new projectors to replace/upgrade any classroom technology setups that break during the year.
- c. Expand the Math Tutoring Lab hours to 18 hours per week of staffed Math Tutors

- d. Add a Reading/English Tutoring Lab for 12 hours per week of staffed English Tutors

2. Method of Assessment

- a. Review purchase order as well as directly assess the facilities
- b. Review purchase order as well as directly assess the facilities
- c. Review part-time salary report as well as the Math Tutoring Lab log book
- d. Review part-time salary report as well as the English Tutoring Lab log book

3. Additional Funding Requests

- a. Funds to add equipment
 - 6 computers @ approx. \$800ea = \$4,800
- b. Funds to add equipment
 - 2 computers @ approx. \$800ea = \$1,600
 - 2 projectors @ approx. \$1,500ea = \$3,000
- c. Funds to add Math tutor
 - 1 part-time Math tutor @ \$1,500 \$1,500
- d. Funds to add English tutor
 - 1 part-time English tutor @ \$1,500 \$1,500

Total \$12,400

Goal 2: Enhance the overall student satisfaction/experience at the St. Clair-Pell City Campus.

1. Objectives

- a. Increase the number of events at the Pell City Campus to a minimum of 1 per month (examples - Poetry Slam, College Readiness Seminar, Get on Board Days, Author Reading, etc).
- b. Organize a workshop series to be held once per semester focusing on a variety of topics including professionalism, resume and job related documents, etc.

2. Method of Assessment

- a. General feedback from the first annual seminar series as well as student surveys regarding the general interest in such activities.
- b. Survey of faculty, staff, and students based on interest as well as need at the St. Clair-Pell City Campus specifically.

3. Additional Funding Requests

- a. Funds to provide monthly activities
 - Monthly activities @ approx. \$100ea = \$1,200
- b. No additional funds are requested

Total \$1,200

Goal 3: Increase the overall student enrollment at the St. Clair-Pell City Campus.

1. Objectives

- a. Increase the exposure of the St. Clair-Pell City Campus to area high school students.
- b. Increase the involvement of student groups (PTK, Ambassadors, SGA) in the recruiting process at the St. Clair-Pell City Campus.
- c. Increase the involvement of JSCC faculty/staff in the local community

- d. Maintain a good working relationship with all area high school principals and councilors.
- e. Increase the exposure of the St. Clair-Pell City Campus by hosting a job fair.
- f. Increase the exposure and success stories told in the local newspapers/radio.

2. Method of Assessment

- a. Review of official headcount reports issued by the Institutional Research, Information, and Records (IRIR) office.
- b. Review the involvement of student groups in such activities as college days, new student orientation, and high school visits.
- c. Review and document all community activities that St. Clair-Pell City faculty/staff participate in.
- d. Review and document all meetings with St. Clair County high school principals and councilors.
- e. Review and document whether a job fair was hosted by the St. Clair-Pell City Campus
- f. Review and document the number of articles published by local newspapers on St. Clair-Pell City Campus stories.

3. Additional Funding Requests

- a. Funds to purchase promotional material:
 - One College Day per semester @ approx. \$500ea = \$1,500
- b. Funds to purchase promotional material:
 - One visit per high school in St. Clair County @ approx. \$250ea = \$1,500
- c. No additional funds requested.
- d. No additional funds requested.
- e. No additional funds requested.
- f. Funds to purchase two ads per semester
 - Newspaper adds @ approx. \$300ea \$1,200

Total \$4,200

Goal 4: Maintain a safe and functional St. Clair-Pell City Center building/resources/environment.

1. Objectives

- a. Paint the walls of the hallways to increase the visual appeal of the Campus
- b. Service Biology Lab Microscopes

2. Method of Assessment

- a. Check maintenance records and facilities directly.
- b. Review purchase orders and check facilities directly.

3. Additional Funding Requests

- a. Funds to paint
 - Paint all hallways @ approx. \$2000 = \$2,000
- b. Funds to service microscopes
 - General Microscope Service @ approx. \$20ea = \$640
 - Microscope Repair @ approx. \$300 = \$300

Total \$2,940

All 4 Unit Goals (2016-2017)

Total \$20,740