**Unit Strategic Plan**

**2017 - 2019**

**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 and strategies 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):**

Community engagement and public service have always been hallmarks of Jefferson State throughout our history. This servant leadership perspective remains a core value within the college and a strong expectation among the community and the many stakeholder groups we serve. This department is committed to developing connections beyond the campuses and fostering partnerships which are inspired by common goals.

The unit continues to broaden the college’s scope to serve as a catalyst for socio-economic development by cultivating relationships, conducting far-reaching and meaningful dialogue, and extending our resources and expertise that contribute toward the advancement of our community, region, and state.

Purposeful collaborations have allowed the college to sustain and enhance the programs and offerings to our stakeholders. The unit with support of Administration has and will continue to advance 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, committees, 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 are currently adequate for the Strategic Plan period of 2017-2019.

Computers:

* Dell Optiplex 780 model
* Dell Optiplex 790 model
* Dell Optiplex 7010 model
* Dell Optiplex 7020 model
* Dell Latitude E5550 Laptop and Flat Panel Monitor with Sound Bar

Fax/Scanner/Printer:

* Brother Intellifax 2820 (new)

Printers:

* Dell 2155cn (connected locally to one of the PCs)
* HP LaserJet 4650 (connected locally to one of the PCs)
* HP LaserJet CP4025

Copier:

* Ricoh (currently under lease)
1. **Budget:** As the unit increases its activities in all areas of our footprint, we anticipate additional resources for these outreach efforts will be required.
2. **Staffing:** We currently have adequate staffing to meet the needs of the unit. The Office of Community Outreach and the Office of Resource Development work closely on several undertakings on behalf of the college. As these activities continue to increase, consideration will need to be given for an enhanced support position to assist in the coordination of efforts from both offices.

Full Time:

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

Part Time:

* Kim McCay, Office Assistant
* Wendi Stoeckert, Office Assistant
1. **Resources:** The unit is very dependent on the internal resources of the College. The Administration is 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. The unit works closely with the Office of Resource Development, Office of Media and Public Relations, Culinary and Hospitality Institute, Office of Admissions and Enrollment Services, Center for Workforce Education, Office of Career and Technical Education, Office of Institutional Research Information Records, ADA Accommodations, and the Office of Veterans Affairs. The unit will continue coordination of efforts with the college’s recruiters to increase awareness of college programs, services, and initiatives. In addition, staff ensures attention is given to college and community activities at the Chilton-Clanton and St. Clair-Pell City campuses.
2. **Enrollment: NA**
3. **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
1. **Equipment: NA**

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

As premier educational institutions are increasingly appreciated and called upon as drivers of economic growth, leaders in our four-county service area expect greater connections with Jefferson State and the unit stands ready to promote and strengthen those linkages. Changes in business, political, and community leadership has a direct influence on the external conditions effecting the department.

Another important external condition is the ever-changing and diverse communities we serve. To that end, the unit continues to recognize the growing importance of maintaining a greater presence in the minority communities of Greater Birmingham. As a unit, we define the minority community in broad-reaching terms. We plan to expand and enhance our current relationships and involvement in these most important populations and constituencies.

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

**2015-2016 and 2016-2017 Accomplishments:**

The college continued to make strides in strategic community outreach initiatives. The unit’s 2015-2017 Strategic Plan was marked by an aggressive internal and external campaign to celebrate the 50th anniversary of Jefferson State Community College. As we move forward, strong emphasis is on further developing connections with our communities thus positioning the college for the future. Additionally, the unit is exploring tactics to create partnerships with external organizations whose missions match interests identified by our employees.

During the past two years, 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, civic clubs, and nonprofits such as the Birmingham Civil Rights Institute, Leadership Alabama, Leadership Birmingham, BBA’s African American Business Council and others throughout the region. In addition, a representative of the unit regularly attends meetings of the Birmingham City Council to cultivate relationships with councilors.
* 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.
* 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 unit concluded a 10-year association with the Youth Leadership Development Program (YLDP) and the Walsh Academy of Leadership.
* The Culinary Explorers program, in conjunction with the Boy Scouts of America, continued in its 8th year and served 30 high school students in a nine-month program to provide expert instruction and opportunities for growth in the field of Culinary Arts. These 30 students were from 22 different schools representing five different counties.
* The unit framed the college’s 2017 SGA Leadership Summit and the YWCA Heritage Panel which brought over 170 high school students and sponsors from 11 Alabama high schools on campus for a day of leadership and diversity training. We partnered with several college departments and local entrepreneurs to provide excellent instruction and resources to these young leaders.
* A coordinator in the unit was instrumental in the development of an award-winning educational program which encouraged the collaboration of elementary school students from different economic backgrounds to find commonality and experience a learning opportunity in understanding diversity. Partners included Cornerstone Elementary School, Hilltop Montessori School, Birmingham Museum of Art, Wells Fargo, and the Shelby County Reporter.
* The unit completed the third year of facilitating a relationship between Big Brother Big Sisters of Greater Birmingham and the college and expanded the program to include employees and school systems in Shelby County. In 2017, Bowl for Kids’ Sake was held in which JSCC employees and students bowled to benefit BBBS.
* The unit collaborated with various nonprofits throughout the region to bring together students, college staff, and the community. One example is a tree planting event on campus involving student clubs, JSCC Littles and Bigs of BBBS, therapy dog teams from Hand in Paw to celebrate Arbor Day and recognize the power of positive friendships. We are hopeful one day our JSCC Littles will return as students with positive reflections of their involvement in that event.
* The unit coordinates the annual Legislative Luncheon which allows the college’s administration an opportunity to thank our state delegation for representation, answer questions, and share information about projects, initiatives, and needs for the coming year.
* The unit continued in the lead role of organizing annual college and community celebrations such as the Merritt 5K Run/Family Fun Day, and Pioneer Day. The unit coordinates recognitions and events such as JSCC Celebrates, Welcome Back Breakfasts, ACCS Day and Employee Socials which allow special opportunities for the JSCC family to further connect.
* The foundation for promoting outreach to and continued involvement with JSCC retirees was implemented with the establishment of the Distinguished Retiree Award to be presented annually during JSCC Celebrates festivities. The unit was responsible for implementing the first President’s Retiree Luncheon in 2016.
* The unit was actively involved in the reorganization of Honors Day and will continue to work with the steering committee to enhance and improve the event.
* The unit led the partnership between the college, The Horizons School, and JSCC 2017 Alumna of the Year/Taziki’s Café founder Keith Richards for an event benefitting developmentally-challenged students in transition. This partnership will be strengthened as those students will have the opportunity to attend JSCC Orientation 101 classes and be mentored by Phi Theta Kappa members while on campus.
* Representatives of the office served on several community boards and steering committees tasked with various non-profit and workforce development missions which further connect the college to the community.
* Representatives of the unit regularly attended and supported programming activities of nonprofit groups such as Leadership Alabama, Leadership Birmingham, The Women’s Fund, Junior League of Birmingham, Kiwanis, My Brother’s Keeper, and more.
* A representative of the unit was a member of the inaugural class of JSCC Leadership Academy.
* Employees of the unit are actively involved in civic and professional endeavors through club memberships, holding leadership offices, and serving as working volunteers for these organizations.
* A representative of the unit has served as a member of the Greater Shelby Chamber of Commerce Existing Business and Industry work group for the past four years.
* Staff of the unit are involved in a variety of speaking engagements and other opportunities which regularly promote and introduce the college to a variety of audiences.
* The unit partnered with Enrollment Services to survey the interest of high school counselors to develop a day of professional development to be offered Fall 2017.
* The unit introduced a school supply drive to be held leading up to the fall semester for students and employees to benefit selected elementary schools in our service area.

**Unit Goals for 2017-2018 and 2018-2019**

**Goal 1: Foster appropriate, mutually beneficial partnerships with educational, business, and civic leaders to promote the college as an economic development resource**

1. Objectives:
* Increase and strengthen strategic alliances with UAB and other four-year educational institutions
* Initiate new and broaden current activities to engage diverse stakeholders and position the college as a community asset
* 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

1. Method of Assessment:
* The number of programming opportunities in which the unit participates
* Advancement of current initiatives with four-year educational partners
1. Additional Funding Requests:
* No additional funding is needed.

**Goal 2: Encourage community partnerships and placements that provide mutual learning and service opportunities for employees and external organizations**

1. Objectives:
* Engage JSCC staff in determining their volunteerism interests and priorities
* Identify and foster collaborations which align the interests and priorities of JSCC staff with those of neighboring communities in the service area
1. Method of Assessment:
* The impact and sustainability of community programs and partnerships cultivated
* The number of volunteer opportunities presented to faculty and staff by the unit
1. Additional Funding Requests:
* Additional funding may be needed but is not known at this time and will be contingent upon the degree of engagement.

**Goal 3: Enhance overall outreach as an engaged urban campus and increase the focus on diversity and inclusion activities**

1. Objectives:
* Increase our presence and involvement in the minority demographic of Birmingham
* Increase participation in the community and cultural activities of Birmingham
* Extend college assistance to under-represented groups through targeted outreach initiatives
* Create and promote group-specific education and awareness support programming
1. Method of Assessment:
* The number of activities in which the unit participates
* The number of additional partners cultivated for the College
* The establishment of “safe places” across the college and college employees trained in diversity and inclusion
1. Additional Funding Requests:
* Additional funding may be needed but is not known and will be contingent upon the training and resources necessary to implement “safe places” and level of desired involvement by faculty and staff.

**Goal 4: Enhance support capacity from the Office of Community Outreach for the JSCC Foundation**

1. Objectives:
* Assist the JSCC Foundation with development of a strategic plan
* Explore the possibility of designing a capital campaign
1. Method of Assessment:
* Presentation of a strategic plan to guide activities of the Foundation
* Design and implementation of a Foundation capital campaign
1. Additional Funding Requests:
* Additional funding may be needed but is not known.