**Unit Goal Revisions**

**2016 - 2017**

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College’s Long Range Goals, and the College’s five year strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit’s budget needs to reflect the fiscal implications associated with the unit’s identified goals and objectives.

Following the first year each unit submits a goal progress report and revises their unit goals for the second year.

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

**2015-2016 Accomplishments:**

* The unit coordinated and managed the college’s 2015-18 Strategic Planning process.
* Representatives from the office organized and facilitated community outreach meetings between the president and key college personnel with more than 20 business entities and political leaders for the purpose of articulating our Strategic Plan and college development initiatives.
* The unit expanded our outreach efforts and continues to identify funding sources for community engagement with local organizations such as the Woodlawn and Goodrich Foundations, UAB, Community Foundation of Greater Birmingham, Women’s Fund, and East Central Alabama Community Foundation.
* 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 Building Alabama Reinvestment Consortium, Leadership Birmingham, African American Business Council.
* Representatives from the office represented the college as members of the Regional Planning Council and the Northeast Area Stakeholders Committee. These organizations are charged with providing ideas and assistance in building community framework plans for the City of Birmingham and the Greater Metropolitan Area.
* Representatives from the office have increased attendance at Birmingham and other municipalities council meetings; increased outreach to community-based organizations; and continued involvement on area professional organizations such as the Birmingham Business Alliance, REV Birmingham, and several area chambers of commerce.
* The Community Outreach team partnered with the non-profit organization Higher Ground in order to reach more minority high school participants for our many community outreach programs and potential college enrollment. This partnership provides us with increased visibility in four predominantly minority school districts.
* The Community Outreach team spoke to two minority high schools (Restoration Academy & Cornerstone Christian School) on the value and importance of a community college education in an effort to recruit new students as well as establish a partnership with Mike Luce and the Luce Foundation for scholarship opportunities.
* The office has led efforts to expand the college’s participation in the Big Brothers Big Sisters Proof Positive on-site mentoring program to the Shelby campus.
* Community Outreach has the responsibility for planning, promoting, and implementing activities designed to engage JSCC faculty and staff. We continue to receive positive feedback and increased participation in activities such as the reorganization of the college’s Social Committee, employee off-site socials, JSCC Barons Night, Welcome Back Breakfasts, and the inaugural 2016 JSCC Celebrates.
* The Community Outreach team promoted and coordinated JSCC’s delegation of employees and students for the 2016 ACCS Community College Day. Our team leader organized the opportunity for many in the delegation to meet state legislators and participate in open dialog and discussion with these elected officials.
* The Community Outreach team was pleased to present a session entitled “Building College & Community Connections” at the 2016 ACCA Conference.
* The unit is represented as chairperson of the Greater Shelby Chamber of Commerce Existing Business and Industry Work Group. Participation in this work group allows the unit to support and build local industry relationships via tours and assisting in the organizing of industry appreciation activities in Shelby County.
* The unit has assisted in the development of an educational program aimed at promoting career development and a qualified workforce. The program will reach all 11th grade students in Shelby County Public Schools.
* Representatives from the office attended the Big Brothers Big Sisters Annual Volunteer Appreciation and Greater Alabama Council of Boy Scouts of America’s American Values events to continue strengthening the engagement of the college with these community organizations.
* Representatives from the office assisted in the planning of the college’s Black History Committee Program “Moments in Time” with guest speaker John Meredith.
* A representative from the unit participated as a member of the “Back Stage Pass Panel” for the University of Montevallo Theater department to promote discussion around the topics of cultural diversity and community engagement.
* The Community Outreach team partners with JSCC’s Culinary and Hospitality Institute to provide the Culinary Explorer Post. This partnership between the Greater Alabama Council, JSCC and local chefs and restaurateurs provided programming and mentoring to high school students interested in culinary and/or hospitality careers. To date, this program has served approximately forty students per year for six years running with many participants later becoming JSCC students.
* A representative from the unit spearheads the considerable effort as a charter partner to direct the Youth Leadership Development Program (YLDP). The YLDP provides the premier leadership program for over 400 high school students across the state of Alabama and offers over $1,200,000 in scholarships. In addition to writing the student manual and break out session curriculum, Community Outreach team members also plan and staff every meeting, activity and dozens of community service events. To date, YLDP participants have benefitted the state with over 9,000 service hours.
* The Community Outreach team planned and directed the Walsh Academy of Leadership which is a summer camp designed to foster leadership and relationship building in students from more than thirty Alabama high schools. Over fifty students were served and impacted in a positive way according to participant evaluations. Our team led the collaborative efforts between the University of Montevallo, the American Village, Lawson State Community College and Wallace State Community College.
* The Community Outreach team worked with Beta Lambda Delta to organize, promote and implement the “PHIght for Selma” event. This was an educational and community/cultural awareness outreach effort which meaningfully engaged hundreds of area high school and college students, as well as JSCC faculty, staff and local community members.
* The Community Outreach team developed and piloted the new Orientation 101 classes which began Fall of 2015. Many of the students served were minorities based on ethnicity and/or first generation college student status. Student evaluations for the class and instructors were very positive. Furthermore, we engaged several community speakers to address the students. Our team will continue to provide instructional and curriculum support as new instructors begin delivering the course on all four campuses.
* Representatives from the office planned and implemented the Orientation 101 portion of the first-ever JSCC BOOST program which is a free college readiness summer camp mostly serving first generation and low socioeconomic minorities.

**Revised Unit Goals for 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

1. 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

1. 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

1. 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

1. 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

1. Method of Assessment:

* The number of new relationships established and current relationships supported

1. Additional Funding Requests:

* Additional funding will be needed. 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.