**Unit Strategic Plan**

**2019 - 2021**

**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’s technology needs are inadequate for the Strategic Plan period of 2019-2021. Two staff members are using computers which are outdated and freeze often causing inconvenience and interruption of work. In addition, we anticipate a required software program purchase with functionalities and size requirements which will exceed the capabilities of the current computers in the unit.

Computers:

* Dell Optiplex 780 model – recommend replacing
* Dell Optiplex 790 model – recommend replacing
* Dell Optiplex 7010 model
* Dell Optiplex 7020 model
* Dell Latitude E5550 Laptop and Flat Panel Monitor with Sound Bar
* New computer purchase requested for current staff
* New computer purchase requested for anticipated staff expansion

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:** Since the unit expects to increase its activities in fund development and data management, we request additional resources for these efforts.

* Software and support services for data management functions; minimum estimate $35,000 – actual costs TBD
* Two new computers for current and anticipated staff
* Office furniture for anticipated staff

1. **Staffing:** We expect to request additional staff to handle increased and new responsibilities under the scope of work for the unit. The Office of Community Outreach expects to play a key role in the fundraising and community activities on behalf of the college.

Full Time:

* Guin Robinson, Associate Dean of Economic Development
* Damita Hill, Coordinator of Marketing and Community Outreach
* Libby Holmes, Advisor/Student Services Specialist
* Terri Sullivan, Office Manager

Part Time:

* Wendi Stoeckert, Office Assistant
* Request for additional part time staff person to assist with large scale database development and management, tracking, and follow-up

1. **Resources:** Throughout the duration of this Strategic Plan period, the unit will be engaged with the JSCC Foundation to an even greater degree than previously. The Foundation has identified a desire to increase the number of board members and the unit will assist. Unit staff have been and will remain instrumental in coordinating efforts with the Foundation’s contractors Larimer Waldrop and Associates. The unit is very dependent on the internal resources of the college and administration is solidly supportive of community outreach work. 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. 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, Fitzgerald Student Center – room 308: 2,262 square feet
* Shelby-Hoover Campus, Health Sciences Building – room 320: 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.

**2017 - 2019 Accomplishments:**

The college continued to make strides in strategic community outreach initiatives. The unit’s 2017-2019 Strategic Plan was marked by an aggressive internal and external advancement and support campaign aimed at increasing overall engagement. The unit expects greater responsibility and expanded scope of work in leading these efforts. As we move forward, strong emphasis is on further developing connections with our constituencies to realize more tangible outcomes.

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

* The unit facilitated the process allowing JSCC to become the first community college in the state of Alabama to be issued a distinctive license plate.
* A representative of the unit was named as the first male board member of The Women’s Fund of Greater Birmingham.
* Representatives of the office held board of director memberships with various professional and community organizations including: Personnel Board of Jefferson County; The Women’s Fund of Greater Birmingham; Alabama School of Fine Arts; REV Birmingham; UAB Comprehensive Cancer Center; Regional Council of Leadership Alabama; Vulcan Park and Museum; Workshops, Inc.; FBI Citizens Academy Alumni Association; ACCS Public Relations Association.
* Unit staff actively participates in functions associated with organizations, civic clubs, and nonprofits such as Leadership Alabama, Leadership Birmingham, various chambers of commerce and others throughout the region.
* 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 worked closely with external partners to provide funding for college services such as advocacy with The Women’s Fund to assist the Center for Workforce Education.
* A member of the unit collaborated with business and political partners to assist in the acquisition of land and funding for the development of the new Career Tech Laboratory on the Shelby-Hoover Campus.
* The unit is moving into year eleven in association with the Youth Leadership Development Program (YLDP).
* The unit completed the fourth year of facilitating a relationship between Big Brother Big Sisters of Greater Birmingham.
* A representative of the unit was named 2018 Communicator of the Year by the public relations association for ACCS.
* 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.
* In 2019, the Merritt 5k Run event was expanded to a community all-ages Eggstravaganza Egg Hunt with 3,000 eggs and over 2,000 community participants at Veterans Park. The unit led media appearances and promotion opportunities for this successful event.
* 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, and more.
* A representative of the unit was a member of the third 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.
* In 2019, the unit led the third annual school supply drive for students and employees to benefit selected elementary schools in our service area.
* Phi Theta Kappa: Hosted the Birmingham Youth Peace Summit, bringing in almost 200 Alabama HS students, some of which were low-income, inner city schools, to participate in a day conference targeted the past, present and future of civil disobedience through the use of non-violence.  Among other notable figures, Civil Rights Foot Soldier Anne Niles, Pulitzer Prize winning Author John Archibald and fellows from the Equal Justice Initiative were part of the program and shared openly with the students.
* Partnered with the SGA to plan and implement the first Student Formal in over 40 years at JSCC.  It was a tremendous success with over 200 students from all four campuses.
* A member of the unit received the 2019 Continued Excellence for Advisors and the Distinguished Advisor Team award at both the state and international levels.
* A unit staff member helped host the 2019 Alabama Regional Convention for Phi Theta Kappa Honor Society at the Shelby-Hoover campus on March 1-2, 2019.  Hundreds of honors students and their Advisors from most of the community colleges in Alabama attended and were treated to renowned speakers, interesting break-out sessions, entertainment and delicious meals all coordinated by the Office of Community Outreach and JSCC's Phi Theta Kappa Advisors.
* Directed the 10th year of Culinary Explorers, a year-long program for high school students interested in a career in Culinary & Hospitality.  30 students were admitted from 26 different Alabama High Schools and seven full tuition scholarships were awarded to top ranking students.

**Unit Goals for 2019-2020 and 2019-2020**

**Goal 1: Enhance capacity of the Office of Community Outreach to provide major support to the JSCC Foundation to foster mutually beneficial partnerships with educational, business, and civic leaders which position the college as an economic development resource**

1. Objectives:

* Offer key assistance to the JSCC Foundation and college with implementation of strategic plan and design of a capital campaign
* 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 delivery of greater levels of support to the JSCC Foundation
* Design and implementation of a Foundation capital campaign
* The number of programming opportunities in which the unit participates

1. Additional Funding Requests:

* Additional funding will be required but costs are undetermined at this time.

**Goal 2: Enhance overall outreach via community partnerships and placements which increase opportunities for diversity and inclusion activities and service opportunities for employees**

1. Objectives:

* 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
* 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 activities in which the unit participates and introduces to employees
* 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 at this time and will be contingent upon the degree of engagement of faculty and staff in addition to training and resources necessary to implement “safe places” and level of desired involvement by faculty and staff.

**Goal 3: Assess and structure the unit in order to operate and effectively build and maintain philanthropic relationships**

1. Objectives:

* Ensure donor relations training and education of unit staff
* Encourage engagement and facilitation of support through appropriate communications
* Create and sustain a donor management program

1. Method of Assessment:

* Level of external support from constituencies
* Level of internal support from employees

1. Additional Funding Requests:

* Additional funding will be required but costs are undetermined at this time.