



February 18, 2013

MEMORANDUM

TO: District Board of Trustees
FROM: Jim Murdaugh, President 
SUBJECT: College Vision Statement, Mission Statement and Strategic Priorities

Item Description

This item requests the Board approve the College Vision Statement, Mission Statement and Strategic Priorities.

Overview and Background

The proposed statements and strategic priorities were created at the January 22, 2013 Strategic Planning Meeting and edited by President Murdaugh. The plan would take effect immediately and run through June 2018, with annual reviews and updates of strategies that support the strategic priorities of the Board.

Past Actions by the Board

The last Strategic Plan was approved in 2007.

Funding/Financial Implications

Funding implications are not applicable at this time.

Staff Resource

Jim Murdaugh

Recommended Action

Request the Board approve the Vision Statement, Mission Statement and Strategic Priorities for 2013-2018.

Vision. To be recognized as the college of choice.

Mission. The mission of the College is to provide a learning environment that prepares students for success in a global economy by offering higher education pathways, workforce opportunities, and civic engagement experiences.

Strategic Priorities:

Student Access. Provide accessible programs, services, and experiences that increase the opportunity for students to define and reach their educational and career goals.

Student Success. Deliver quality academic programs and learning support services with the appropriate environment and resources for learning.

Demand driven programs. Align programs to meet academic and workforce needs.

Technology. Provide appropriate technology and services to facilitate teaching and learning as well as institutional effectiveness and efficiency.

Enrollment. Develop and implement a strategic enrollment management process designed to increase student and institutional success.

Communications/Marketing. Develop and implement an institution-wide and data driven strategic communications/marketing plan.

Talent. Hire, develop and retain the best talent for the present and future needs and diversity of the college.

Stewardship. Provide effective stewardship to enhance new and existing revenues and resources that promote growth and increase cost effectiveness.

Partnerships. Cultivate relationships with community, state and national partners that strengthen our region's cultural enrichment efforts and economic/workforce competitiveness.