

MISSION

Central Carolina Technical College improves lives through excellence in teaching, learning, and economic enhancement through workforce development.

VISION

Central Carolina Technical College will be the first choice for accessible, affordable, and relevant higher education, provided in an innovative, student-centered learning environment.

VALUES

Central Carolina Technical College recognizes the worth and potential of each student, and values the diversity of its student body, faculty, and staff. In its attitudes and principles, the College affirms the following values and beliefs in providing its programs and services: *Excellence, Integrity, & Innovation.*

STRATEGIC PLAN 2020-2025



**CENTRAL
CAROLINA**
TECHNICAL COLLEGE

Central Carolina Technical College does not discriminate in employment or admissions on the basis of race, color, national origin, sex, gender identity, sexual orientation, genetic information, age, religion, pregnancy, childbirth, or related medical conditions, including but not limited to, lactation, disability, or any other protected class.

GOAL

AREAS OF IMPACT

INITIATIVES

STUDENT SUCCESS:

Central Carolina Technical College will foster an environment conducive to student success.

- Educating Students (Including Workforce Development and Dual Enrollment Students)
- Student Achievement

- Achieve comparable student success rates as like-sized colleges
- Implement the Enrollment Management Plan
- Enhance the CCTC student experience

INTERNAL & EXTERNAL COMMUNITY:

Central Carolina Technical College will strengthen partnerships with its internal and external communities.

- Faculty and Staff
- Partnerships
- Marketing and Communications

- Renew hiring and training approach to strengthen and sustain the quality of faculty and staff talent
- Implement the Institutional Advancement & External Relations Marketing Plan
- Collect feedback from local stakeholders to improve partnerships

RESOURCES:

Central Carolina Technical College will acquire optimal, sustainable resources to best position the College and strengthen its fiscal stability.

- Government Funding
- CCTC Foundation
- Grants

- Acquire comparable per capita local funding as other SCTCS colleges
- Transform grounds and facilities to optimize services and enhance on-campus experience
- Support the Major Gifts Campaign

STRATEGIC PLAN 2020-2025 INITIATIVES

DIRECT MEASURE

BENCHMARK FOR 2025

STUDENT SUCCESS

Achieve comparable student success rates as like-sized colleges

SCTCS performance benchmarks; categories include student success rate, graduation rate, licensure pass rate, graduate placement, and graduate production

Achieve all SC Technical College System (SCTCS) performance benchmarks

Implement the Enrollment Management Plan

Unduplicated headcount (SCTCS closing data)

Achieve 4,200 fall student headcount

Enhance the CCTC student experience

Internal student survey

Achieve 95% student satisfaction rating

INTERNAL & EXTERNAL COMMUNITY

Renew hiring and training approach to strengthen and sustain the quality of faculty and staff talent

CCTC Distance Learning Faculty Certification Course

Achieve 90% certification rate for all faculty

Implement the Institutional Advancement & External Relations Marketing Plan

Conversion rate of applicant to registered student via Customer Relationship Management tool

Achieve 75% conversion rate

Collect feedback from local stakeholders to improve partnerships

Annually survey advisory committee members; use feedback in program planning

Achieve 90% participation rate

RESOURCES

Acquire comparable per capita local funding as other SCTCS colleges

Per capita contribution of local funding

Achieve \$10.57 per capita contribution

Transform grounds and facilities to optimize services and enhance on-campus experience

1) M400 renovation as set by AFMP
2) M500 renovation as set by AFMP
3) Main Campus greenspace project as set by AFMP

Achieve completion of the first three capital projects of the Academic and Facilities Master Plan (AFMP)

Support the Major Gifts Campaign

Funds donated by employees to the CCTC Foundation

Achieve 80% participation rate for the annual employee giving campaign