



Academic Affairs

Administrative Services

Economic Development

Facilities and Operations

Institutional Advancement

Student Affairs

# Griffin Technical College Strategic Plan

Fiscal Year 2009 – Fiscal Year 2012



GRIFFIN  
TECHNICAL  
COLLEGE



## College Mission

Griffin Technical College, a unit of the Technical College System of Georgia, provides technical degrees, diplomas and certificates, including programs in adult education, continuing education and workforce training, that are high quality, community centered and student focused.

## College Vision

Griffin Technical College envisions itself as an exceptional, innovative and unparalleled technical college that places students at the forefront of educational excellence.

Access to affordable postsecondary education equips students for success.

Griffin Technical College provides an educated and superior workforce that makes a positive impact on the economic development of the service delivery area and Georgia.





## Dear Friends,

Since 1963, Griffin Technical College has trained students in the latest technology through programs that are specifically designed to meet the needs of business and industry. From short certificates to degree programs, Griffin Technical College offers the state-of-the-art training needed to make a successful transition into the workforce. At Griffin Technical College, we specialize in delivering the relevant knowledge that will help students emerge with real world job skills — skills that lead to successful careers and skills that employers are looking for to grow their companies. After all, the best advantage in today's world of work is to have the education and credentials necessary to compete for quality, high-paying jobs.

In order to continue to train students in the latest technology and meet the needs of business and industry, the College revises the strategic plan every three years. During 2008, the Strategic Planning Committee conducted planning sessions and received broad-based input from all divisions of the College to develop the new strategic plan. As a result, the Griffin Technical College Strategic Plan FY 2009-2012, approved by the Board of Directors in May 2008, will provide the goals and objectives for the continued success of the College.

The resulting three-year plan is written to support the mission and vision of the College and meet the needs of business and industry. The six goals of the plan focus on the six divisions of the College: Academic Affairs, Administrative Services, Economic Development, Facilities and Operations, Institutional Advancement and Student Affairs. Griffin Technical College is proud to present to you the strategic plan for the next three years. Through the strategic plan, the College remains steadfast in the commitment to make dreams come true for students.

Sincerely,

Robert H. Arnold, Ed.D., President

Griffin Technical College Strategic Plan FY2009 – 2012



## The six goals of the FY 2009-2012 plan focus on the six divisions of the College

### Academic Affairs

1

Provide a learning environment that enhances the quality of instruction and assures student success and continued professional development, increase the enrollment in and the availability of strategic industry programs by 20%, and implement an enrollment management program that supports the Technical College System of Georgia's goal of doubling the total enrollment in associate degree, diploma and certificate programs in the next five years.

### Administrative Services

2

Provide quality administrative and fiscal affairs functions that support all divisions of the College in coordination with an appropriate and efficient system and in accordance with the mission of Griffin Technical College.

### Economic Development

3

Expand the number of companies served by customized training in the service area by 20%, train 5% more business and industry employees with contract training, increase the current enrollment in the Adult Education program by 50% by the end of 2010, and increase the percentage of GED graduates who subsequently enroll in credit classes by 15%.

### Facilities and Operations

4

Improve the management of our facilities and construction processes to maximize conservation initiatives, space utilization, campus efficiencies and capital outlay planning; and use the latest and most appropriate technology to support and enhance all operations, programs and services.

### Institutional Advancement

5

Continue to develop and implement an effective public relations program designed to enhance the position, prestige and esteem of the College, both within the community it serves and the education community at large; maintain an ongoing research-based system of assessment, planning and budgeting to achieve expected outcomes; and develop partnerships to secure contributions from business and industry, foundations and individuals.

### Student Affairs

6

Continue to improve student programs and services needed to maximize student potential and monitor the progress and performance of the students in relation to their needs and expectations, and implement an enrollment management program that supports the Technical College System of Georgia's goal of doubling the total enrollment in associate degree, diploma and certificate programs in the next five years.

## Academic Affairs

Provide a learning environment that enhances the quality of instruction and assures student success and continued professional development, increase the enrollment in and the availability of strategic industry programs by 20%, and implement an enrollment management program that supports the Technical College System of Georgia's goal of doubling the total enrollment in associate degree, diploma and certificate programs in the next five years.



### Academic Affairs Objectives/Strategies

Increase enrollment in selected areas identified by the Governor's Strategic Industry Initiatives by 7% annually

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Increase online program offerings by 20% within the first year

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Develop an additional fully-functional science lab to accommodate increased enrollment in biology, chemistry and physics classes

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Develop a facility utilization plan which would maximize Academic Affairs Division resources

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Increase dual enrollment programs for high school students by 25% annually

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Increase program articulations by 15% annually to ensure transferability of credits to four-year institutions

## Administrative Services

Provide quality administrative and fiscal affairs functions that support all divisions of the College in coordination with an appropriate and efficient system and in accordance with the mission of Griffin Technical College.



### Administrative Services Objectives/Strategies

Maintain compliance with federal and state guidelines

Implement a document imaging processing system to reduce file storage in order to improve internal and external customer service

Provide on-the-job training by implementing a college work study program

Provide direct deposit for student payments in order to be more cost efficient and security conscious

Provide Human Resource information online, including an application database, in order to make information readily available to faculty and staff

Provide books and materials at the beginning of each quarter in a clean and customer-friendly environment

## Economic Development

Expand the number of companies served by customized training in the service area by 20%, train 5% more business and industry employees with contract training, increase the current enrollment in the Adult Education program by 50% by the end of 2010, and increase the percentage of GED graduates who subsequently enroll in credit classes by 15%.



### Economic Development Objectives/Strategies

Build a Learning Enhancement Center that includes state-of-the-art training facilities to serve clients better

Increase outreach to local business and industry through the publishing of a new quarterly newsletter and enhancing the continuing education website to include online registration

Identify GED graduates who enroll in credit classes through BANNER accounts receivable records

Build a marketing package to promote Griffin Technical College credit programs to GED graduates

Increase GED students' use of Worldwide Interactive Network and KeyTrain online instruction by 15%

## Facilities and Operations

Improve the management of our facilities and construction processes to maximize conservation initiatives, space utilization, campus efficiencies and capital outlay planning; and use the latest and most appropriate technology to support and enhance all operations, programs and services.



### Facilities and Operations Objectives/Strategies

Create a secure student database for associating student IDs with BANNER

Provide security for all off-site campuses

Achieve total wireless access for the main campus over the next 3 years

Increase bandwidth by 33% for maximum transfer and receipt of data

Improve efficiency of data storage by purchasing a Pillar data system

Attend Maximo training opportunities in an effort to manage fleet inventory

Expand workforce or implement an outsourcing plan to more efficiently meet maintenance requests

Develop and implement a campus wide landscape improvement plan

## Institutional Advancement

Continue to develop and implement an effective public relations program designed to enhance the position, prestige and esteem of the College, both within the community it serves and the education community at large; maintain an ongoing research-based system of assessment, planning and budgeting to achieve expected outcomes; and develop partnerships to secure contributions from business and industry, foundations and individuals.



### Institutional Advancement Objectives/Strategies

Develop a computer network-based system for collecting, accessing, and analyzing information in a more timely and effective manner

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Increase grant submissions for targeted areas as determined by other divisions

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Increase alumni membership and participation through program-specific activities

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Develop partnerships with business and industry to increase scholarships for students pursuing careers in those industries

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Promote the College through increased marketing and publications geared toward targeted markets

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Expand career services opportunities and options for students and increase outreach efforts to business and industry in the service area

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Conduct a major gifts campaign to address the needs of the College; and develop partnerships and secure contributions from business and industry, foundations and individuals as outlined in the feasibility study

## Student Affairs

Continue to improve student programs and services needed to maximize student potential and monitor the progress and performance of the students in relation to their needs and expectations; and implement an enrollment management program that supports the Technical College System of Georgia's goal of doubling the total enrollment in associate degree, diploma and certificate programs in the next five years.



### Student Affairs Objectives/Strategies

Develop a career counseling program for students to receive counseling prior to orientation, advisement and registration

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Develop and implement new extra-curricular activities that meet student needs and expectations

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Redesign the admission processes in order to eliminate unnecessary barriers to enrollment and decrease time from application to enrollment

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Increase recruitment activities that promote a seamless transition from adult education and secondary education to Griffin Technical College credit programs

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Increase retention to above the Technical College System of Georgia average by 2011

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# Griffin Technical College

Griffin Technical College is a unit of the Technical College System of Georgia.

As set forth in full in the student catalog, Griffin Technical College is an Equal Opportunity Institution and does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, disabled veteran, veteran of the Vietnam Era, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all educational programs and activities, including admissions policies, scholarship and loan programs, athletic and other Griffin Technical College-administered programs, including any Workforce Investment Act of 1998 (WIA) Title I financed programs. It also encompasses the employment of personnel and contracting for goods and services. Griffin Technical College shall promote the realization of equal opportunity through a positive continuing program of specific practices designed to ensure the full realization of equal opportunity.

For Title IV (Equity) and Section 504, contact Lynn Futral, Vice President for Student Affairs 501 Varsity Road, Griffin, GA 30223 (770)228-7371. For ADA Coordinator, contact Teresa Brooks, Special Needs Coordinator 501 Varsity Road, Griffin, GA 30223 (770)228-7258.

Griffin Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools, 1866 Southern Lane, Decatur, Georgia 30033-4097, 404-679-4501, to award the associate degree.