



# MOMENTUM

AY24 - AY28 STRATEGIC PLAN



**SOUTHERN  
CRESCENT**  
TECHNICAL COLLEGE

# MESSAGE FROM THE PRESIDENT

Dear Southern Crescent Technical College Community,

I am thrilled to present the Southern Crescent Technical College, 2024 - 2028 Strategic Plan, *Momentum*. The plan outlines our mission, vision, and goals for the next five years. This plan is designed to guide our efforts as we expand our educational programs and services, all the while addressing the diverse needs of our local businesses and industries.

Our desire is to establish Southern Crescent Technical College as the leading institution for technical education, committed to equipping our students with the skills necessary to thrive in a global workforce. We are dedicated to providing relevant educational opportunities that foster workforce development and contribute to the economic vitality of our community.



The strategic plan for Southern Crescent aligns seamlessly with the Technical College System of Georgia's (TCSG) FY22-FY25 Strategic Plan by reinforcing our commitment to addressing the workforce needs of our region and the state as a whole. We are dedicated to graduating more students and equipping them with the skills necessary for high-demand career fields. Southern Crescent Technical College is committed to creating a brighter future for our students and the communities we serve.

The success of *Momentum* hinges on the collective efforts of our staff, students, and community members. We have laid out specific strategies, timelines, success indicators, and responsibilities to ensure effective implementation.

I invite you and all stakeholders to join us in our mission to enrich the lives of our students and positively impact our community. Together, we can achieve our vision of becoming the foremost technical college, preparing our students to excel in a dynamic global landscape.

Thank you for your ongoing support and collaboration.

Warm regards,

Irvin Clark III, Ed.D.  
President  
Southern Crescent Technical College

## MISSION

Southern Crescent Technical College, a unit of the Technical College System of Georgia, located south of Atlanta, delivers relevant technical education, adult education, and learning opportunities via various instructional modalities at the associate degree, diploma, and certificate levels to promote service, workforce development, and economic development.

## VISION

Southern Crescent Technical College will emerge as the preeminent technical college that prepares students to become globally work-ready.

## CORE VALUES

Academic Excellence  
Student Success  
Integrity

## CAMPUS CULTURE

Accountability	Convenience
Quality Service	Relevance
Engagement	Civility
Effective Communication	Diversity





## STRATEGIC GOAL 1

Increase and strengthen partnerships to provide opportunities for institutional advancement and economic development.

## STRATEGIC GOAL 2

Integrate strategic communication strategies across the College that raises awareness, changes attitudes, and motivates students, employees, and partners to action.

## STRATEGIC GOAL 3

Establish and maintain a culture of organizational excellence that supports continuous improvement, innovation, and high-performance standards.

## STRATEGIC GOAL 4

Enhance enrollment management and student success strategies to increase student enrollment, retention, graduation, and placement.

## STRATEGIC GOAL 5

Deliver high-quality, industry-relevant curriculum and instruction that meets the needs of students and employers.





# STRATEGIC GOAL 1

Increase and strengthen partnerships to provide opportunities for institutional advancement and economic development.

## OBJECTIVES

- G1. A: Substantially increase funding for scholarships from external donors through institutional advancement.
- G1. B: With the President, begin planning for a major gifts campaign for 2025 with a goal of \$2 million in donations.
- G1. C: Provide opportunities meeting the needs of students, programs and employers by developing public/private partnerships in collaboration with other College divisions.
- G1. D: Engage alumni through networking and donor cultivation with activities, programs consultations and meetings regarding high demand programs.
- G1. E: Sponsor apprenticeships that will ensure a well-trained workforce for business partners while providing opportunities for less-skilled incumbent workers.
- G1. F: Serve as a resource for non-profit organizations seeking job placement for clients.





## STRATEGIC GOAL 2

Integrate strategic communication strategies across the College that raises awareness, changes attitudes, and motivates students, employees, and partners to action.

### OBJECTIVES

- G2. A: Improve positive brand awareness and perception by no less than 15% per year through the Strategic Plan cycle.
- G2. B: Identify and communicate the distinctive characteristics, values and impact of SCTC in order to enhance the College's image and standing by 10%.
- G2. C: Develop and implement guidelines for the posting and review of web content in order to enhance communication strategies across the College.





## STRATEGIC GOAL 3

Establish and maintain a culture of organizational excellence that supports continuous improvement, innovation, and high-performance standards.

### OBJECTIVES

- G3. A: Foster a data-driven culture by developing and distributing relevant and timely information and data showing alignment with SCTC'S technical education, economic development, and adult education programs.
- G3. B: Promote a collective understanding of the continuous improvement cycle by adhering to the SACSCOC Accreditation standards emphasizing individual excellence, creative thinking and team development.
- G3. C: Establish a small business center in Henry and Butts counties during FY24 and Spalding, Jasper, and Upson counties during FY25.
- G3. D: Revise the 5-year facilities master plan by Spring 2024 to enhance and support continuous improvement and innovation.
- G3. E: Utilize technology to support continuous improvement leading to the development of high-quality innovative processes to collect and store documentation.
- G3. F: Maintain high performance standards (National and State requirements) by establishing and implementing guidelines for the review of administrative procedures aimed at eliminating duplication and creating efficient operating processes and controls.
- G3. G: Support continuous improvement, innovation, and high-performance standards among the following Auxiliary services (Book Store, and Tender Tech) by increasing revenue based upon the FY20 revenue growth targets.
- G3. H: Launch a comprehensive plan in the Spring 2024 semester for an OER No Cost Textbook Pathway for Arts and Sciences/General Education department.





# STRATEGIC GOAL 4

Enhance enrollment management and student success strategies to increase student enrollment, retention, graduation, and placement.

## OBJECTIVES

- G4. A: Increase participation in extra-curricular opportunities to enhance the student experience, promote a sense of belonging, connection, and self-efficacy and positively impact student retention and completion.
- G4. B: Increase, expand and generate broader awareness of the availability of academic and student support services to facilitate student performance and contribute to student success.
- G4. C: Develop and implement enrollment management strategies to achieve enrollment and credit hour goals in high demand, industry sector academic programs annually.
- G4. D: Increase the number of dual enrollment students, in the high demand industry sector area of advanced manufacturing.
- G4. E: Increase incumbent worker enrollment in the following High Demand Industry Sector academic programs: CDL, LPN, RN, CNA, Manufacturing, Cyber & Related, and Aviation/Drone by (50) students annually.
- G4. F: Establish a comprehensive academic scheduling department using technology (Ad Astra) to collect, manage, and analyze data related to course scheduling. To efficiently develop and expand the course offerings at off-campus sites to effectively manage all student groups in the enrollment pipeline.
- G4. G: Eliminate barriers to allow students to seamlessly enroll and matriculate (Implement technology to allow students to register and pay online for non-credit courses).
- G4. H: Enhance student success by increasing the number of High School Equivalencies (HSE) by 8% each year of the strategic plan using FY22 as baseline as reported by GALIS.
- G4. I: Proactively identify educational opportunity gaps and launch evidence driven, high-impact interventions to bridge them.
- G4. J: Acquire and retain more registered students attributed to marketing/recruitment on an annual basis at a minimum of 10% during the life of the Strategic Plan.
- G4. K: Acquire and retain more registered students in high demand career programs attributed to marketing/recruitment on an annual basis at a minimum of 10% during the life of the Strategic Plan.



# STRATEGIC GOAL 5

Deliver high-quality, industry-relevant curriculum and instruction that meets the needs of students and employers.

## OBJECTIVES

- G5. A: Systematically introduce a minimum of five novel, non-credit to credit pathways each year of the strategic plan through the cultivation of robust interdepartmental collaboration, facilitating the seamless progression of students towards the acquisition of academic credentials.
- G5. B: Over the next five years of the strategic plan, establish and sustain a consistent annual increase by creating 75 new registered apprenticeships each year, and fostering a substantial growth in experiential learning opportunities and workforce development.
- G5. C: Spearhead an educational program review process that serves as a guide for valuating high quality academic programs to meets the need of students and employers.
- G5. D: Provide innovative opportunities for Adult Education students to finish High School and gain high demand workforce skills.
- G5. E: Utilize technology to enable communications and collaboration, leading to the development of high quality innovative educational programs and services.
- G5. F: Expand technology infrastructure to off campus sites enabling greater student access and success.





### **GRIFFIN CAMPUS**

501 Varsity Road  
Griffin, GA 30223  
(770) 228-7348

### **FLINT RIVER CAMPUS**

1533 Highway 19 South  
Thomaston, GA 30286  
(706) 646-6148

### **Butts County Center**

1578 Highway 16 West  
Jackson, GA 30233  
(770) 504-7590

### **Fayette County Center**

250 Peachtree Parkway South  
Peachtree City, GA 30269  
(770) 228-7348

### **Henry County Center**

300 Lakemont Drive  
McDonough, GA 30253  
(770) 914-4411

### **Jasper County Center**

112 Industrial Park Drive  
Monticello, GA 31064  
(706) 468-9930



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As set forth in full in the Student Handbook/Course Catalog, Southern Crescent Technical College is an Equal Opportunity Institution and does not discriminate on the basis of race, color, national origin, sex, age or disability.

Southern Crescent Technical College is a Unit of the Technical College System of Georgia.