

# *Charting the Future of Seminole State College*

## **2023-2026 Strategic Plan**

### *Decision Filters*

A core component of the strategic planning process is determining “decision filters” that will guide how new ideas and opportunities are evaluated. The Seminole State College leadership team, as well as campus and community stakeholders, have outlined the following decision filters to provide generally accepted framework for evaluating strategic priorities.

- **Mission / Student Success** – All initiatives will be aligned to the mission of Seminole State College and student success efforts.
- **Evidence and Data** – Data and evidence will support the viability of the initiative.
- **Financial and Resource Capacity** – Are financial and other resources available to adequately support the initiative?
- **Enrollment Management** – Initiatives will support enrollment growth and sustainability.
- **Accountability** – Metrics and other measures will be in place to support accountability of the initiative.
- **Buy-In** – There will be general buy-in and excitement for the initiative.



### **Institutional Sustainability**

#### *Goal Statement:*

Enhance institutional stability and sustainability through program expansion and human and capital investment.

#### *Goal Intention:*

SSC will take an intentional approach to sustainability. SSC will add or expand grant, academic, athletic, and activity-based programs to enhance enrollment and financial baselines. SSC will invest in human resources in such a way as to recruit, retain, and develop diverse talent.

Emphasis will be placed on increasing salary levels across campus operations to be a competitive employer within our five-county service area and the education industry. The above will be undertaken in a spirit of inclusivity and transparency.

#### *Initiatives:*

IS-1: Evaluate new programs for addition to the SSC offerings, with the intent to offer new programs as warranted to address workforce needs

IS-2: Review and update polices related to salary and longevity pay increases in an effort to assist with retention and talent recruitment

IS-3: Create additional opportunities for professional development of all employees and encourage individuals to establish professional goals

IS-4: Enhance marketing and recruitment efforts to increase enrollment and raise awareness in the five-county service area and the state of Oklahoma

IS-5: Provide dedicated resources to increase and improve efforts to gain grant support for the institution

IS-6: Continuously evaluate and improve campus technology



## **Service Area Engagement**

### ***Goal Statement:***

SSC will strategically engage and collaborate with communities, schools and businesses in the College's service area.

### ***Goal Intention:***

Seminole State College will partner in all aspects of the service area communities by seeking out opportunities for developing interactive relationships in the College's five-county service area. Additionally, the College will create courses and training for local business, and seek ways to encourage economic development and civic engagement through the service area and beyond.

### ***Initiatives:***

SAE-1: Optimize enrollment management through developing a campus culture of recruitment, establishing off-site recruitment opportunities in the five-county service area

SAE-3: Educate and encourage employees about opportunities to become involved in community and civic organizations and activities

SAE-5: Foster the development of internship experiences as well as employment and service-learning opportunities which provide valuable services for employers and workforce preparation experiences for students

SAE-6: Provide cultural, educational and wellness programs for campus that can be open to the public and benefit the quality of life for our service area



## **Student Success**

### ***Goal Statement:***

Grow a campus-wide culture that celebrates diversity and facilitates student engagement, completion, and success.

### ***Goal intention:***

Providing access to higher education and academic excellence with an intentional focus on retention, completion and graduation. Provide wrap-around assistance and services to students from onboarding to transfer or gainful employment. Create an atmosphere that encompasses the principles of diversity, equity and inclusion to make everyone feel welcome and safe.

### ***Initiatives:***

SS-1: Enhance the onboarding process for incoming students both online and face-to-face

SS-2: Improve first-time, full-time cohort retention rate by 5% over the life of the five-year plan

SS-3: Achieve first-time, full-time cohort graduation rate by 5% over the life of the five-year plan

SS-4: Engage student leaders in activities to recruit and retain students - and to market the image of the college

SS-5: Improve efforts to solicit responses from students about their experiences at the college and their use of services

SS-6: Evaluate the effectiveness of the institution's advisement process