



JOHNSON COUNTY[®]
COMMUNITY COLLEGE

TOMORROW
STARTS TODAY.



Strategic Planning Update

TOMORROW STARTS TODAY.



Overview

- 2014-2017 Strategic Plan Close Out
- Strategic Planning Process & Accreditation Alignment
- AY2017 Environmental Scan & SWOT Analysis
- 2017-2020 Strategic Plan & Key Performance Indicators
- Next Steps

TOMORROW STARTS TODAY.



2014-2017 Strategic Plan Closeout



JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.



2014-2017 Strategic Plan Closeout

Goal 1: Student Success	AY15	AY16	AY17
T1: Create academic master plan aligned with strategic goals.			
T2: Integrate academic offerings, advising and student resources.			
T3: Identify/implement high-impact practices that demonstrate positive results in student satisfaction, retention, persistence, graduation, transfer.			
T4: Increase enrollment by developing a long-range enrollment/recruiting plan.			
T5: Foster a culture that inspires college employees to proactively support students.			

Goal 2: Stakeholder Needs	AY15	AY16	AY17
T1: Implement a program review and development process to ensure curricular offerings maintain high quality and align with community needs.			
T2: Improve satisfaction with internal business processes (quality and delivery time).			
T3: Expand Web-based instructional options for students and the community.			






Task started









Task In Progress

Task Operationalized

YOUR
TOMORROW
STARTS HERE.

2014-2017 Strategic Plan Closeout

Goal 3: Communication	AY15	AY16	AY17
T1: Develop a comprehensive marketing plan that supports the priority of increasing enrollment.			
T2: Enhance internal communication through increased cross-functional collaboration and intentional communication to the campus community.			

Goal 4: Efficient Resource Use	AY15	AY16	AY17
T1: Reduce administrative costs as a percentage of total expenditures through streamlining business processes, service area reviews and reallocation of resources.			
T2: Improve facility utilization.			
T3: Revamp the budget process to align with strategic goals.			



 Task started
  Task In Progress
  Task Operationalized

Strategic Planning Process & Accreditation Alignment



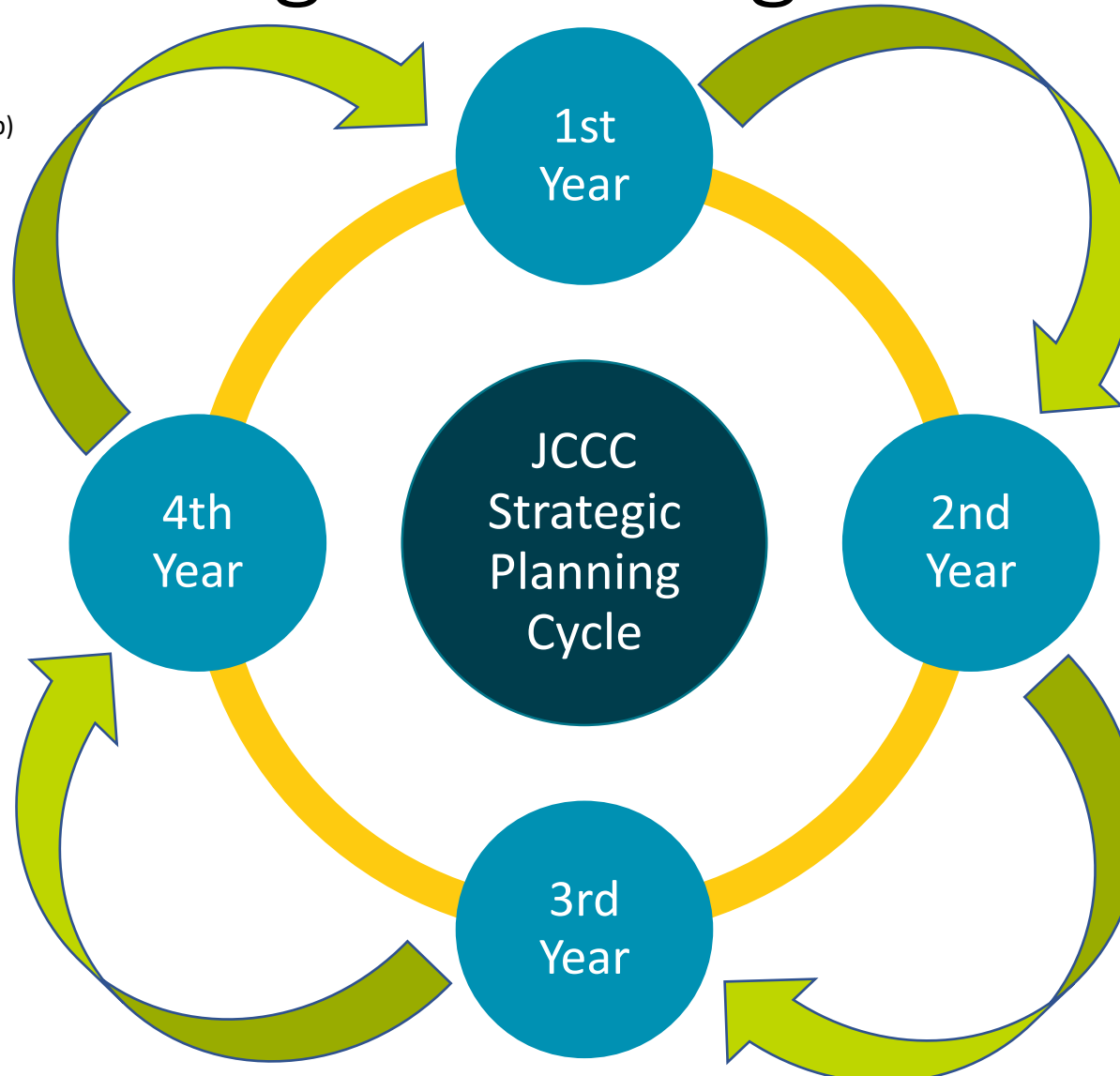
JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.



Strategic Planning Process

1. Monitor Institutional Priorities
2. Environmental Scan (Aug/Sep)
3. Accreditation Feedback (Aug/Sep)
4. Evaluate Plan (Campus & Community Input) (Oct/Nov)
 - a. Mission/Vision/Values
 - b. SWOT
 - c. Evaluate Objectives
5. Cabinet Retreat (Jan)
 - a. SWOT
 - b. Op/Start/Stop/Change
 - c. Update Plan
 - d. Set Strategy Focus
6. Inform Budget (Jan/Feb)



1. Monitor Institutional Priorities
2. Environmental Scan (Sept/Oct)
3. Cabinet Retreat (Jan)
 - a. SWOT
 - b. Op/Start/Stop/Change
 - c. Set Strategy Focus
4. Inform Budget (Jan/Feb)

1. Monitor Institutional Priorities
2. Environmental Scan (Sept/Oct)
3. Cabinet Retreat (Jan)
 - a. SWOT
 - b. Op/Start/Stop/Change
 - c. Set Strategy Focus
4. Inform Budget (Jan/Feb)

1. Monitor Institutional Priorities
2. Environmental Scan (Sept/Oct)
3. Cabinet Retreat (Jan)
 - a. SWOT
 - b. Op/Start/Stop/Change
 - c. Set Strategy Focus
4. Inform Budget (Jan/Feb)

AY2017 Environmental Scan & SWOT Analysis



JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.



Environmental Scan

- 3-6% increase in population (specifically Hispanic & black)
- Unemployment rates continue to drop; indicates a decrease in CC enrollment
- Reduction in Kansas' budget for higher education
- Johnson Co is job growth for KC Metro
- Increasing focus on accountability and student outcomes
- Federal policy towards for-profits is unknown
- Public funding for higher education decreases; more burden on students
- Continue to experience increase in underprepared students
- More students living at home and working
- Digitalization of education

TOMORROW STARTS TODAY.



SWOT Analysis



- Four sessions (Feb/Mar)
- Unique Participants: 173
- Total Responses: 4843
- Support mission of the College: 96%
- Vision is aspirational: 90%



TOMORROW STARTS TODAY.



SWOT Analysis - Opportunities

political-climate for-profit-collapse cohort
learning educate-counselors -advising
college-now. intrusive accreditation
business csit diversity advising
access online cte cbe 2-plus-2
online learning
cohorts stem internships
engagement-culture cpe/cle
mill-levy faculty-advising flexibility
travel dining-services college_prep
cohort bases student-pathways degree-paths

diversity retention gunson campus
online technology hub housing
sanctuary-campus
legislature
venues
diversity
work-study
retraining
collegenow flexibility
for profit closure

price housing veterans articulation
year blue-collar-careers credit
now partnerships schools
so teach flexibility
collaboration
jobs branding
quality
diversity career
integrity grants
specialization
simplicity
collaboration
host high lack
events cte
aid
line goats partnering
gun-laws transfer potential

recruitment predictive-analytics dont
sustainability-leadership joco
social-media student say required juco
mandatory partnerships first
diverse-student-support
free mandatory-student-intervention
branding career-trades
transparency risk center re-define students success
understand-recruitment
diverse-student-outreach
targeted-recruitment intervention
jccc

YOUR
TOMORROW
STARTS HERE.

SWOT Analysis - Summary

Strengths

- Facilities
- Reputation
- Value/Affordable
- Technology
- People (Faculty/Staff)
- Location
- Caring Culture
- Resources
- Arts (Visual/Performing)
- Community

Weaknesses

- Internal/External Marketing & Communication
- Business Model
- Complacency/Slow to Respond/Arrogant
- Banner
- Developmental Education
- Inefficiency/Bureaucracy/Silos
- Counseling/Student Advising
- Morale/Initiative Fatigue
- Trust/Transparency/Accountability
- Professional Development/Succession Planning

Opportunities

- Student Success (Career Counseling/Pathways)
- Mandatory Student Intervention
- Online/Flexible Programs/Learning
- Partnerships (Internal/External)
- Technology
- Marketing (Targeted/Program/Branding)
- Expand CTE Programs
- Diversity
- Continuing Education
- Emerging Technology

Threats

- Funding
- Safety/Gun Laws/Policy
- Political Climate (State/Fed Gov/HLC)
- Community Perception (JuCo vs CC)
- State/Federal Regulations & Accountability
- Developmental Education/Underprepared Students
- Retirements/Hiring Quality Employees
- Devaluing of Education
- Completion Agenda
- Student Counseling

SWOT Analysis – Proposed Priorities

- Marketing/Branding (External)
- Communication (Internal)
- Student Success/Advising
- Expand CTE Opportunities
- Diversity (Office/Initiative)
- External Partnerships (Business/4-year Institutions)
- Employee Engagement/Prof Dev/Hiring (Faculty & Staff)
- Expand Online/Flexible Learning Opportunities
- Emerging Technology/Integrated Technology
- Accountability/Transparency

TOMORROW STARTS TODAY.



2017-2020 Strategic Plan & Key Performance Indicators



JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.



2017-2020 Proposed Strategic Plan

- Five Institutional Priorities
 - Academic Excellence
 - Student Success
 - Employee Engagement
 - Community Engagement
 - Operational Excellence

TOMORROW STARTS TODAY.



2017-2020 Proposed Strategic Plan

- Academic Excellence (Relevance)
 - Strategy 1: Relevant Offerings
 - Strategy 2: Academic Planning
 - Strategy 3: Quality Educators

TOMORROW STARTS TODAY.



2017-2020 Proposed Strategic Plan

- Student Success (Service)
 - Strategy 1: Success Model
 - Strategy 2: Campus Engagement
 - Strategy 3: External Partnerships

TOMORROW STARTS TODAY.



2017-2020 Proposed Strategic Plan

- Employee Engagement (People)
 - Strategy 1: Quality People
 - Strategy 2: Communication
 - Strategy 3: Professional Development

TOMORROW STARTS TODAY.



2017-2020 Proposed Strategic Plan

- Community Engagement (Service)
 - Strategy 1: Community Activities
 - Strategy 2: Community Partnerships
 - Strategy 3: Community Diversity

TOMORROW STARTS TODAY.



2017-2020 Proposed Strategic Plan

- Operational Excellence (Accountability)
 - Strategy 1: Facility Management
 - Strategy 2: Operational Efficiency
 - Strategy 3: Sustainable Practices

TOMORROW STARTS TODAY.



2017-2020 Key Performance Indicators (KPIs)

KPI	Academic Excellence	Student Success	Employee Engagement	Community Engagement	Operational Excellence
Course Completion	★				
Graduation/Transfer (full-time & part-time)	★	★			
Award Attainment (credit & non-credit)		★			
Quantum Workplace: Alignment with Goals Communication & Resources Trust in Senior Leaders			★ ★ ★		
Institutional Learning Outcomes	★	★			

KPI	Academic Excellence	Student Success	Employee Engagement	Community Engagement	Operational Excellence
Noel-Levitz SSI: Instructional Effectiveness Registration Effectiveness Safety & Security Advising & Counseling Student Centeredness	★	★ ★ ★			★ ★ ★ ★
Community Perception Survey (new metric to collect)				★	
Enrollment (credit & non-credit)	★	★	★	★	★
Composite Financial Indicator					★

Next Steps



JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.



Next Steps

- Approve 2017-2020 Strategic Plan & Key Performance Indicators (Oct 2017)
- Cabinet establishes strategic focus (Nov 2017)
- Cabinet implements 2017-2020 Strategic Plan (Nov 2017)



Questions?



JOHNSON COUNTY
COMMUNITY COLLEGE

YOUR
TOMORROW
STARTS HERE.





JOHNSON COUNTY[®]
COMMUNITY COLLEGE

TOMORROW
STARTS TODAY.

