

2017-2021 STRATEGIC PLAN



OGEECHEE
TECHNICAL COLLEGE
Education with Purpose

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Equal Opportunity Institution | A Unit of the Technical College System of Georgia

Strategic Plan Development & Implementation

Ogeechee Technical College (OTC) utilizes strategic planning efforts to determine the direction and actions to be taken at both the College and divisional levels. This planning results in the development of the OTC Strategic Plan. The formal strategic planning process is conducted, at a minimum, every five years by Ogeechee Technical College faculty, staff, students, Local Board of Directors, and business and industry leaders. This plan is based on an in-depth situational analysis which formally examines the external and internal environments in relation to the College's mission, goals, and objectives. The Institutional Effectiveness Office is responsible for facilitating the Strategic Plan development and revision.

To develop the 2017-2021 plan, Ogeechee Technical College conducted a comprehensive strategic planning process from September 2015 to January 2016. As part of this process, stakeholders generated ideas through survey responses and a one-day workshop which included faculty, staff, students, the Local Board of Directors, and business and industry leaders. After these ideas were analyzed and categorized by the Strategic Planning Steering Committee, a recommended strategic framework was submitted to the College leadership team to use as the foundation for building OTC's Strategic Plan. Accordingly, the following goals and associated strategic objectives tie directly to the ideas developed during the planning process.

At its annual planning retreat, the College leadership team refined the proposed strategic plan to meet the current needs of the College. The resulting strategic plan is organized around nine major goals and 41 objectives reflecting Ogeechee Tech's commitment to fulfill its mission and vision for the future.

History of the College

Ogeechee Technical College has had a remarkable impact upon its community even in the brief time that it has existed. In less than thirty years, it has placed thousands of graduates into productive and satisfying employment; it has helped hundreds of citizens improve their literacy or earn a GED; it has assisted dozens of businesses and industries in retraining their workers.

The Georgia General Assembly established Ogeechee Technical Institute as a public, two-year technical school in 1986. Soon afterwards, Ogeechee Tech began offering Practical Nursing courses to 25 students who met for classes at the local hospital. Faculty, staff, and students moved into the original 75,000 square foot, \$6 million facility in the fall of 1990. By this point the school was also offering instruction in Adult Literacy and in the General Equivalency Diploma (GED) exam preparation. Programs in business, industry, and other health programs were soon added. The school was accredited by the Council on Occupational Education

Ogeechee Technical Institute's growth during the mid-1990s coincided with the expansive growth of Georgia Southern University and the Statesboro area. Local support and the establishment of the Georgia State Lottery funded HOPE grant (Helping Outstanding Pupils Educationally) in 1993 were contributing factors in the rapid growth of Ogeechee Tech. The school continued to add programs to better serve the employment needs of its three-county service area: Bulloch, Evans, and Screven.

In 1999, Ogeechee Technical Institute experienced a \$5.5 million expansion by adding a Health Science Building, a childcare facility, and a Horticulture Building. During this time, Ogeechee Tech also expanded its services through the opening of the Screven County Learning Center in Sylvania.

The first Associate of Applied Technology (AAT) degree program, Industrial Manufacturing, was started during Winter Quarter 2000, and soon after seven additional AAT programs were offered: Accounting, Computer Information Systems, Early Childhood Care and Education, Funeral Service Education, Health Information Technology, Marketing, and Opticianry.

On July 6, 2000, Ogeechee Technical Institute officially had its name changed by the state legislature to Ogeechee Technical College.

Student growth continued due largely to the addition of new programs, many of which were unique in the state technical college system. These distinctive programs included Funeral Service Education, Forensic Science Technology, and Opticianry. During the summer of 2002, Ogeechee Tech opened the Evans County Learning Center.

With the opening of the Occupational Studies Building in Fall 2003, a wider variety of programs, such as Agribusiness, Wildlife and Plantation Management, Geographical Information Systems Technology, Veterinary Technology, Culinary Arts, and Hotel, Restaurant & Tourism Management, enabled the college to further expand its employment training opportunities.

In 2004, Ogeechee Technical College paid tribute to the late Senator Joseph E. Kennedy for his role in the establishment of Ogeechee Technical Institute by dedicating the main building on campus as the Joseph E. Kennedy Building.

In July 2008, Ogeechee Technical College was awarded a Regional Law Enforcement Academy which is housed in Evans County. The project allowed new law enforcement officers to receive their basic law enforcement training and obtain college credit at the same time. That same year, Ogeechee Technical College began construction of the Evans Technical Education Complex. The new complex included the Logistics and Public Safety Building, a driving track for the Commercial Truck Driving program, and an emergency vehicle operator track for the Regional Law Enforcement Academy. Another big change came at the beginning of 2009 when an Emergency Mass Notification System for faculty, staff, and students was implemented. The new OTC Alert system provided a way to send emergency warnings via cell phone and email messages. In an effort to offer better services to the students, Ogeechee Tech moved the Adult Education program to a new location adjacent to the main campus.

In 2011, Ogeechee Tech transitioned from a quarter to a semester course schedule as well as moving to a tobacco-free campus. Also in that same year, Ogeechee Technical College was named the 2011 Technical College of the Year for the State of Georgia. Determined by meeting benchmarks in a variety of critical areas, Ogeechee Tech earned the top spot in the state system.

In January 2013, classes began in the new Health Science Building-North. The Echocardiography, Opticianry, Radiologic Technology, Radiology Picture Archiving, and Sonography programs were relocated to this new building which provided expanded classroom and lab space for each program. Included in the new facility was a modern biology lab and a tiered lecture/demonstration hall.

In November 2013, the College broke ground on a new 60,000 square foot Natural Resources Building which will house programs such as Agribusiness, Geographic Information Systems, and Fish and Wildlife Management. Soon thereafter in December, the College surpassed a major milestone in its history by becoming a candidate for accreditation with the Southern Association of Colleges and Schools Commission on Colleges and was named a finalist for the 2013 Technical College of the Year award for the State of Georgia.

In June 2014, Ogeechee Tech was accredited by the Southern Association of Colleges and Schools Commission on Colleges. Accreditation by SACSCOC was the culmination of many years of work by the College. It continues as an ongoing process which helps ensure the highest standards of education are met and allows greater opportunities for students who choose to pursue additional education following their time at Ogeechee Tech.

Throughout the years, the excellence of Ogeechee Tech's instruction has been recognized. In 1999, John Groover, an English instructor, was named the statewide winner of the Rick Perkins

Award for Excellence in Technical Instruction. Three Ogeechee Tech students have been named as the top student in the state by winning the Georgia Occupational Award of Leadership (GOAL) award:

- Molly Bickerton in 2008
- Alvie Coes III in 2011
- Lucas Teague in 2014

An ongoing determination to provide innovative programs of study keeps Ogeechee Tech in the forefront of meeting the educational demands of citizens in this region of Georgia. With 3,196 students attending classes in 2014, the demand for Ogeechee Tech's services remains strong. With credit programs, continuing education courses, GED instruction, and literacy programs along with various other services, the College's commitment to meet the needs of the region continues.

**OGEECHEE TECHNICAL COLLEGE
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Mission

Ogeechee Technical College (OTC) is a unit of the Technical College System of Georgia serving Bulloch, Evans, and Screven counties. We are a public institution of higher education that contributes to the educational, economic, and personal growth of the individual and the communities we serve.

OTC provides student-centered academic and occupational programs and support services at the associate degree, diploma, and certificate levels. We utilize traditional and distance education methodologies in state-of-the-art facilities while supporting adult education, continuing education, and customized business and industry workforce training.

Vision

Ogeechee Technical College will serve as an educational catalyst for economic prosperity in the region by providing a diverse student-serving environment preparing lifelong learners for success in an evolving global marketplace.

Goals and Objectives

Goal 1:

Provide educational programs and courses that serve the intellectual and career needs of individuals and the needs of business and industry.

Objectives:

- A. Expand and develop programs and offerings by identifying areas of unmet needs.
- B. Achieve and maintain applicable program accreditation and pass rates on licensure/ certification exams.
- C. Expand learning opportunities through innovative instructional delivery methods.
- D. Expand opportunities for students to continue their education by increasing program articulation agreements with other higher education institutions.

Goal 2:

Provide infrastructure and technology to support teaching, learning, and administrative functions.

Objectives:

- A. Maintain a plan for faculty, staff, administration, and students to have secure and reliable access to the information technology network at all times.
- B. Expand and maintain library services and resources to support teaching, learning, and resources.
- C. Update/upgrade or replace program equipment to reflect market standards.
- D. Provide campus-wide access to technologies that enhance student learning and meet administrative needs.
- E. Implement planned expansion and renovation projects as defined by the Master Campus Plan.
- F. Provide clean, adequate, safe buildings, and well maintained grounds.

Goal 3:

Provide services and resources to promote student success.

Objectives:

- A. Provide quality staff, services, programs, and facilities to recruit, retain, and graduate students.
- B. Implement programs and services to improve enrollment, retention, completion, and placement rates.
- C. Promote and facilitate successful transition to college by providing student-centered support services.

- D. Address the needs of special populations by providing assistance to remove barriers to educational success.
- E. Increase student involvement by expanding and promoting student activities.
- F. Improve student awareness and support in the academic advisement process.
- G. Expand resources to support veterans and military families.

Goal 4:

Provide training programs and services to promote personal growth and economic development of business and industry.

Objectives:

- A. Validate goals and objectives with the labor market and community needs.
- B. Provide private (contract training) and public (continuing education/certificates) offerings to constituents.
- C. Promote the Georgia Quick Start program and serve as the liaison with local business and industry.
- D. Develop relationships with local business and industry to promote economic development opportunities.
- E. Expand the delivery of adult education services in the workplace and in the local community.

Goal 5:

Maintain a researched-based system of planning, assessment, and budgeting to achieve expected outcomes and demonstrate accountability.

Objectives:

- A. Maintain a culture of assessment and accountability to ensure that decisions are data driven and to strengthen effectiveness and efficiency of all areas.
- B. Utilize and maintain a web-based software system to document outcome assessments, improvements, planning, and budgeting.
- C. Ensure that College policies and procedures are in accord with the Technical College System of Georgia and other external agencies/organizations.
- D. Demonstrate compliance with Performance Accountability requirements.
- E. Conduct program needs assessments to determine new programs to be offered by the College.

Goal 6:

Advance the College through developing partnerships and securing resources.

Objectives:

- A. Develop fund-raising strategies to expand grant writing activities, and the base of major-gift, planned-gift, and annual-fund prospects.
- B. Increase resource development for scholarship opportunities.
- C. Cultivate the college alumni association.

Goal 7:

Develop and implement initiatives which demonstrate fiscal responsibility and cost-effectiveness.

Objectives:

- A. Budget to make the best use of funds/resources available.
- B. Employ comprehensive evaluation of fiscal management policies and practices and implement appropriate cost-containment measures.
- C. Incorporate technological advances and expertise to enhance efficiency and effectiveness.
- D. Maintain an accounting system that yields unqualified opinions from audits.

Goal 8:

Develop human resources to maximize effectiveness.

Objectives:

- A. Maintain a diverse faculty and staff who support student-centered learning, promote a nurturing psychological and physical learning environment, and engage in professional development.
- B. Maintain a means for recognizing and rewarding achievement among faculty and staff.
- C. Provide faculty and staff with ongoing professional development opportunities to acquire and maintain skills needed to deliver effective programs and services.
- D. Strengthen communication among faculty, staff, and students.

Goal 9:

Promote the value of the College and encourage community outreach.

Objectives:

- A. Maintain a marketing campaign to enhance the image, visibility, diversity, and distinction of the College.
- B. Continue to improve the College website to ensure that information is accurate and accessible to all constituencies, including prospective and current students and parents, alumni, faculty, staff, trustees, business and industry, and the public.
- C. Encourage faculty, staff, and student participation in community activities and organizations.