

Strategic Plan

FY 2016-2020



SWiCC
Southwestern Community College

Introduction

In 2016, Southwestern Community College celebrates 50 years of operation. The college has made a significant impact during those years, through career and technical education, college transfer coursework, workforce training programs for area employers, and much more.

Development of this strategic plan began in August 2014 with the review of the college's Purpose Statement by the Board of Trustees. Using the board-approved Purpose Statement as the foundation for their work, a dedicated team of individuals came together to review the accomplishments of recent years, consider current trends and issues and their implications for the future work of the institution, and develop a strategic plan to guide the work of the college for the next five years. A clear focus on student learning and success emerged during this process.

Five initiatives were identified with input from internal and external constituents. These include efforts to strengthen and expand opportunities for students to learn and succeed, increase student enrollment and retention, maximize resources to support program and student needs, provide an innovative environment that supports learning, and strengthen and expand regional relationships to provide effective workforce preparation.

We recognize the future cannot be predicted with certainty. This strategic plan is a dynamic, living document and operational strategies will be adapted as needed in response to the changing needs of constituents and availability of resources. The faculty and staff of Southwestern Community College are dedicated to fulfilling the purpose of the college, as established by the Board of Trustees, and achieving the initiatives and goals established in this strategic plan.

Purpose Statement

Southwestern Community College exists in order that community members have opportunities to gain skills and knowledge sufficient for successful employment, higher education achievement, and lifelong learning.

Vision Statement

Southwestern Community College will be the center of educational excellence for the advancement of our students and communities.

Core Values

- » Providing an innovative learning community conducive to the lifelong learning of constituents.
- » Partnering with members of the Area XIV community, Community Colleges of Iowa and others.
- » Offering high quality, student-centered, accessible, and affordable education.
- » Meeting the diverse needs of students.
- » Promoting educational opportunities for under-represented populations.
- » Strengthening communities through economic development.
- » Maintaining quality facilities, equipment, and instructional technology.
- » Recognizing our people as our greatest asset.

Initiative I

Strengthen and expand opportunities for students to learn and succeed.

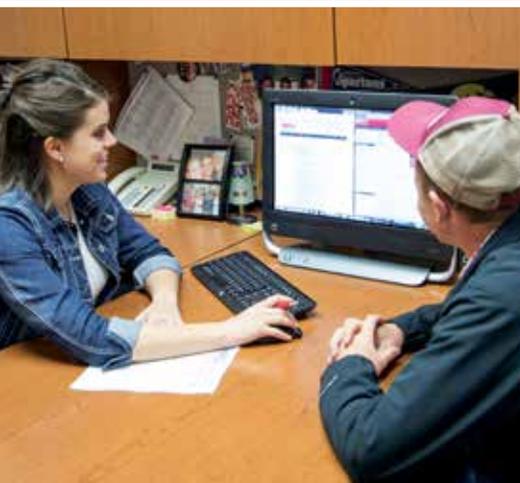
- » Develop and implement strategies to reduce barriers for student learning.
- » Improve the effectiveness of the student advising process.
- » Sustain a success rate in the top 20 percent of Iowa community colleges.
- » Increase the number of third party certifications available to students.
- » Achieve an aggregated transfer GPA equal or above other Iowa community college graduates.
- » Utilize a comprehensive education assessment process that verifies and improves student learning.



Initiative II

Increase student enrollment and retention.

- » Increase credit hour and headcount enrollment by 1 percent annually.
- » Increase non-credit contact hours by 1 percent annually.
- » Improve the percentage of area high school graduates attending SWCC immediately after graduation.
- » Grow the enrollment of under-represented populations annually.
- » Maintain fall to spring student retention at or above 75 percent.
- » Raise the institutional graduation rate by 10 percent.
- » Develop and implement strategies to enhance student life.



Initiative III

Maximize resources to support program and student needs.

- » Increase scholarship funds received by students by 5 percent.
- » Maximize state, local, and federal funding opportunities.
- » Increase contributions to the SWCC Education Foundation by 10 percent.
- » Obtain additional grant funding to support program and student needs.
- » Develop a comprehensive process for data collection and reporting.



Initiative IV

Provide an innovative environment that supports learning.

- » Promote participation in professional development and peer networking opportunities.
- » Provide the necessary infrastructure to support learning, enhance productivity, and create a culture of sustainability.
- » Maintain an up-to-date master facilities plan to include construction, renovation, and maintenance.
- » Sustain and enhance physical learning environments that meet the needs of students, staff, and constituents.





Initiative V

Strengthen and expand regional relationships to provide effective workforce preparation.

- » Identify the workforce needs of employers and communities.
- » Expand offerings to assist businesses in advancing the skills of their workforce.
- » Collaborate with regional partners to address the middle skills gap.





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