



ACHIEVING EXCELLENCE

2022-2025 Strategic Plan

Planning Assumptions

The College's strategic plan provides an overview of important emphases that are intended to best position the College to serve its mission over the next three years. The plan is based upon assumptions about the College's service area, economy, legal framework, and governance.

The following assumption statements are based upon information from the NCCCS dashboard, North Carolina Department of Public Instruction, NC Demography, and Sampson County Administrative Offices.

The following summary highlights assumptions upon which the strategic plan was developed.

Our Students

1. The demand for CCP courses will remain but with limited potential for growth.
2. Student and family Interest in CIHS, private schools and home schooling is expected to increase. (SECHS applications will continue to greatly exceed enrollment capacity).
3. The College will enroll students outside of Sampson County with some programs increasing students attending from surrounding counties.
4. Enrollment in CTE programs with established local job demand is expected to grow.
5. Distance learning will remain the preferred method of course delivery for many disciplines and programs of study.
6. SECHS students will comprise the principle on-campus enrollment for student activities.
7. Students enrolled in college classes admitted directly from high schools will exhibit learning gaps attributable to the disruption of high school classes from COVID.
8. Inflation will impact students and their families. Commuting costs may significantly increase for students, especially those attending clinical sites.
9. Further enrollment growth will be limited without additional instructional space and personnel for trades programs.
10. Student options for higher education are expanding creating further competition for a declining student population.
11. Student interest in short-term training opportunities will increase further reducing the potential pool of curriculum students.

Our Employees

1. The competition to recruit qualified staff and faculty will increase.
2. Organizational changes will be required to meet the financial, operational, and program requirements of the College.
3. Employee life cycles are expected to be shorter than the College's historical average, contributing to employee turnover.
4. For many positions, 'home grown' solutions will be needed to provide qualified faculty and staff.
5. Business continuity planning will become increasingly important.

Our County

1. The service area population will continue to decline. (The 2020 county population of 58,638 (down from 2010 population of 63,471) is expected to continue to decline to 56,254 by the end of the decade)
2. Residential growth will continue in western (Roseboro, Salemburg, Autryville) and northern (Midway) Sampson.
3. Sampson County's Hispanic population is projected to nominally increase. (Population in 2020 of 12,207 (20.7%) is expected to increase to 3,107 (23.4%) in 2030)
4. Senior class size for the two public school systems is projected to experience modest grow.
5. Retail business growth will expand through the Highway 24 corridor into Sampson.
6. Engagement with community partnerships with industry leaders and civic groups will continue to be fruitful.

Our Governance

1. State leadership will focus on enrollment decline and the challenges of rural colleges.
2. Emphasis on workforce development will continue with accompanying changes in the funding formula.
3. CCP eligibility and funding may change following the completion of a special study by the General Assembly.

Our Economy

1. North Carolina will continue to be a national leader in economic growth with business and industry expansion principally identified with the Charlotte to Raleigh corridor.
2. Sampson County's economy will remain predominantly based upon agriculture and agricultural manufacturing.
3. The county tax base may continue to decline. The demand for funding of education and county services will exceed current ad valorem tax income.
4. Graduates will seek employment in surrounding counties continuing current commuting patterns (almost 4 of 10 Sampson residents work outside the county.) A regional labor market is now a reality.
5. Inflation will continue to impact the cost of living for students, employees, college operational expenses, and the cost of construction.

Our Funding

1. Increases in the cost of plant operations will exceed county funding.
2. Political advocacy with local, state, and federal policy makers is increasingly important.
3. Campus capital expansion will be limited to state funding as part of annual appropriations from the State Capital Improvement Fund (SCIF) and from other special allocations from the General Assembly.

Mission Statement

The mission of Sampson Community College is to provide accessible and affordable education, workforce training, and lifelong enrichment. The mission is accomplished through outreach, innovative and effective teaching, student support, and community partnerships.

Vision Statement

Sampson Community College is the principal provider of workforce development, adult and post-secondary education, and community engagement, enriching the quality of life for the greater Sampson County area.

Equity Statement

Sampson Community College supports an inclusive campus environment that fosters respect and values all people. The College is committed to identifying and removing barriers for the advancement of underrepresented students and employees.

Values

Accountability	Community
Collaboration	Integrity
Communication	

2022-25 THEMES

Effectiveness, Engagement, Excellence

EFFECTIVENESS

Goal 1: Effective & Innovative Teaching

- 1.1 Student experiences in distance learning courses will meet or exceed those in other NCCCS and regional UNC institutions, reflect the creative teaching of SCC faculty, and provide adequate opportunities for supplemental student-faculty engagement.
- 1.2 Promote and increase student participation in work-based learning and apprenticeship opportunities
- 1.3 Support faculty efforts to provide superior instruction in classrooms, laboratories, clinical settings, and shop spaces
- 1.4 Establish crosswalk opportunities for Workforce Development students who choose to seek diplomas or degrees
- 1.5 Expand short-term, high-demand occupational programs for adult learners

Goal 2: Effective Student Support

- 2.1 Effectively employ early intervention strategies that promote academic resilience and meet the learning needs of all students
- 2.2 Develop and employ guided pathways as a tool for student success
- 2.3 Expand access to financial aid for both CE and CU students
- 2.4 Evaluate and restructure student advising
- 2.5 Implement a phased three-year campus instructional plan that elevates and funds the technology needs of students and faculty

Goal 3: Effective Use of Resources

- 3.1 Dynamically share instructional spaces and resources
- 3.2 Redefine employee roles to meet the needs of CE and CU students
- 3.3 Develop strategies for plant operations that are manageable within anticipated resources
- 3.4 Promote business continuity
- 3.5 Prepare employees to respond to campus emergencies

ENGAGEMENT

Goal 4: Engage Students

- 4.1 Identify effective enrollment strategies that best serve underrepresented student populations
- 4.2 Reimagine student onboarding using 'one college' concepts
- 4.3 Celebrate SCC students and their achievements in marketing and outreach
- 4.4 Increase opportunities for on-campus student activities

Goal 5: Engage Employees

- 5.1 Identify recruiting strategies that reach a broader and more diverse talent pool
- 5.2 Foster a stronger campus community through collaboration, open communication, and broader participation in planning, policy, and campus development
- 5.3 Strengthen onboarding, mentoring, and offboarding efforts
- 5.4 Redefine contract relationships between employees and college
- 5.5 Celebrate our employees and their value

Goal 6: Engage Community Partners

- 6.1 Encourage college-community art and cultural initiatives
- 6.2 Leverage opportunities with Mid Carolina COG Workforce Development Board and county agencies
- 6.3 Increase college representation in community-based events across the county

EXCELLENCE

Goal 7: Student Excellence

- 7.1 Meet or exceed all NCCCS Performance Measures for Student Success
- 7.2 Support students in transition to careers and institutions of higher learning
- 7.3 Develop and promote educational opportunities for community members interested in life-long learning
- 7.4 Provide pathways to careers via established employer partnerships

Goal 8: Employee Excellence

- 8.1 Validate institutional pay plan with peer institutions and revise to ensure competitiveness
- 8.2 Expand opportunities for professional and leadership development
- 8.3 Revise performance evaluation policies and processes
- 8.4 Require professional development for adjunct faculty

Goal 9: Campus Excellence

- 9.1 Revise the master facility plan to address current program and service needs, guide development, and identify anticipated major capital repair expenses
- 9.2 Improve campus safety with installation and training in emergency notification system
- 9.3 Improve way finding and event directions
- 9.4 Remove or replace outdated campus furnishings
- 9.5 Promote faculty-IT collaboration to further technology integration in course content