

SOWELA TECHNICAL COMMUNITY COLLEGE
(SOWELA)
Lake Charles, LA

STRATEGIC PLAN
AY2018/2019 – AY2022/2023

FINAL COPY FOR APPROVAL

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STRATEGIC PRIORITY I: Academic Excellence and Student Success

Goal I-A Foster academic excellence through innovation, delivery, and quality assurance

- I-A.1 Expand the use of Instructional Technology
- I-A.2 Assess and apply evaluation data to inform our decisions
 - I-A.2.1 Establish and conduct a comprehensive program review process for academic and workforce programs, and administrative and educational support services
- I-A.3 Expand experiential learning opportunities (Internships/Externships/Apprenticeships/Simulation)
- I-A.4 Promote/Support student achievement of institutional and programmatic learning outcomes
- I-A.5 Empower students to pursue additional education through transfer initiatives or move directly into the workforce
- I-A.6 Foster and implement a comprehensive model of positive teaching and learning

Goal 1-B Promote Student Success

- I-B.1 Promote student participation in experiential learning, campus & community engagement, student organizations, leadership development and career exploration
- I-B.2 Implement an institutional academic advising model that utilizes best practices to promote student success
- I-B.3 Facilitate a comprehensive assessment of student services and enrollment management practices to minimize barriers and enhance access and support for all students
- I-B.4 Design and implement new retention strategies
- I-B.5 Develop a student-centered strategic recruitment and enrollment management plans focused on communication and customer service
- I-B.6 Develop and provide opportunities to enhance the health and well-being of the campus community

Goal 1-C Nurture an environment of Diversity, Equity, and Inclusion

- I-C.1 Foster an equitable environment in which all employees and students from diverse backgrounds and perspectives feel safe, welcome, and supported
- I-C.2 Expand educational opportunities that ensure students and employees have the knowledge and skills necessary for living and working effectively as members of a diverse, global society
- I-C.3 Expand and support events and activities which celebrate diversity and develop an awareness of inclusion, respect, and civility
- I-C.4 Develop and implement additional strategies to support retention and success of underrepresented students
- I-C.5 Engage students, employees, and community members in ways that respect human dignity and lead to equitable, inclusive experiences

Strategic Priority II: Community Engagement and Outreach

Goal 2-A Grow and sustain academic, industry, and broad-based community partnerships

- 2-A.1 Initiate, lead, and sustain mission-driven partnerships and collaborations within our region
- 2-A.2 Promote SOWELA's value and impact in Southwest Louisiana
- 2-A.3 Promote economic development through initiatives that enhance quality of life
- 2-A.4 Develop new programs to encourage and foster life-long learning within the region

Goal 2-B Increase the awareness of the brand, image, and presence of the college

- 2-B.1 Expand the College presence through print, online, social media, networking, and other platforms
- 2-B.2 Promote the College programs and services through marketing and branding
- 2-B.3 Provide infrastructure and platforms that support college initiatives

Strategic Priority III: Institutional Accountability and Effectiveness

Goal 3-A Foster operational excellence

- 3-A.1 Promote operational excellence through implementation of innovative best practices
- 3-A.2 Formalize the process for maintaining institutional archival information
- 3-A.3 Utilize institutional outcomes assessment information to gauge and inform mission fulfillment

Goal 3-B Enhance employee experience

- 3-B.1 Ensure salary and compensation benefit packages remain an institutional priority to attract, reward, and retain the highest quality employees
- 3-B.2 Expand the availability of high quality professional development opportunities for our employees
- 3-B.3 Develop employee engagement and communication plan that solicits feedback, measures employee engagement, and promotes shared governance
- 3-B.4 Implement policies and practices that promote employee well-being

Goal 3-C Enhance infrastructure and maintain a secure environment

- 3-C.1 Enhance the physical appearance of the instructional sites
- 3-C.2 Promote a safe environment for faculty, staff, students, and visitors
- 3-C.3 Enhance the technological infrastructure of the instructional sites

Goal 3-D Strengthen institutional effectiveness through continuous documented performance measurement

- 3-D.1 Promote a culture of comprehensive institutional planning that systematically cultivates continuous improvement throughout the college.
- 3-D.2 Expand processes that enhance organizational learning and student success.
- 3-D.3 Encourage and support data informed decisions across the college
- 3-D.4 Ensure the quality and integrity of institutional data for analysis, planning, decision making, policy making, reporting, and other purposes.