SOWELA TECHNICAL COMMUNITY COLLEGE
(SOWELA)
Lake Charles, LA

STRATEGIC PLAN
AY2018/2019 – AY2022/2023

FINAL COPY FOR APPROVAL
(Revised and Approved: October 04, 2019)

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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.