

The Pitt Community College Strategic Plan was adopted in August, 2007. The four goals in the Strategic Plan are 1) Engagement and Access, 2) Active Learning & Student Success, 3) Professional & Organizational Development, and 4) Financial Resources and Facility Development. The College has undertaken numerous initiatives to meet the objectives stated in each goal.

It is important to know that all College personnel contribute to the advancement of the Plan in one way or another. The purpose of this report is to describe how the Strategic Plan is monitored and to document activities the Planning Council has directed toward achieving the Plan.

### **PLANNING COUNCIL AND ACTIVITIES**

The Planning Council was created in fall 2007 to oversee the implementation of the Strategic Plan. It is composed of thirty-one faculty and staff from all sectors of the College. Four Strategy Teams were formed to address the four strategic plan goals and key objectives. Members of the President's Leadership Team chaired each of the four Strategy Teams. The purpose of this group is to implement projects focused on advancing the Strategic Plan and to monitor and use results. For a full reading of the Strategic Plan and associated Key Objectives, please see [http://www.pittcc.edu/experience-pcc/administrative-departments/planning-and-research/planning/PCC\\_2007-2011\\_Strategic\\_Plan.pdf](http://www.pittcc.edu/experience-pcc/administrative-departments/planning-and-research/planning/PCC_2007-2011_Strategic_Plan.pdf)

During 2008-2009, the Planning Council has methodically developed over twenty college wide projects targeted directly to Strategic Plan Objectives. Projects range from instructional assessment of learning to student retention to organizational development activities. The tables below summarize the main activities and outcomes. The process used to develop the initiatives listed was department and committee driven. These significant actions positively demonstrate College coherence and shared governance.

The Planning Council has met three times during 2008-2009 and a fourth meeting is scheduled for April 1. At each meeting representatives from each strategy team gave progress reports, shared knowledge, and discussed implications.

### **PLANNING COUNCIL LEADERSHIP**

During spring 2008, the Planning Council structure and organization is being examined. It is important that grass-roots participation and executive level involvement with the Planning Council be maintained. Opportunities for faculty and staff to lead select Strategy Teams will be examined and a new leadership model is expected to be implemented in August, 2009.

Planning Council Report - Spring 2009 (Continued)  
 Measurable Outcomes Goal #1 Engagement and Access

ACTIVITY	OUTCOME
Programming at L. Gorham Intergenerational Center	Architectural Drafting (credit) Building Construction (credit) Basic Skills (non credit) Human Resources Development (non credit) Pathways to Employment (non credit)
Increase Female Enrollment in Science, Technology, Engineering, and Mathematics (STEM) programs.	Females Enrolled: <ul style="list-style-type: none"> <li>• Construction &amp; Industrial Technology: +8.13% <b>Increase</b></li> <li>• Information Systems Technology: +43% <b>Increase</b></li> <li>• Associate in Science: -15% <b>decrease</b></li> </ul>
Increase Enrollment of Black Male Students in Credit Programs	Black Males Enrolled: <ul style="list-style-type: none"> <li>• Entering Freshmen: +16% <b>Increase</b></li> <li>• Continuing Students: +3% <b>Increase</b></li> <li>• Overall Retention: +7% <b>Increase</b></li> </ul>
Expand marketing and recruiting efforts to students in the AGE Curriculum to provide other health related and non-health related career options	Number of transfers from AGE to Business programs Fall 2006: 87 transfers Spring 2007: 106 transfers Fall 2007: 147 transfers +69% <b>Increase</b> over fall 2006 Spring 2008: 114 transfers +7% <b>Increase</b> over spring 2007
Develop strategies to help late admission students enroll.	Rapid Response Team created fall 2008: Goal was to increase enrollment of students who applied late (within two weeks of term start date). Results: <b>10% decrease in number who enrolled</b> . Despite results, this intervention will be tried again during fall 2009. With the occupancy of the Goess Student Center, key Student Development personnel are now co-located in one area which may make this intervention more successful.

Planning Council Report - Spring 2009 (Continued)  
 Measurable Outcomes Goal #2 Active Learning and Student Success

ACTIVITY	OUTCOME
Equip classrooms with appropriate learning technology.	College invested \$15,000 into "Smart Classrooms." (Projector, computer, remote, vcr/dvd player). <b>Eight classrooms outfitted.</b> Sixteen classrooms scheduled for upgrade.
Enhance general education through student learning assessment	Goal: 80% of student respondents perform at mastery or above for <ol style="list-style-type: none"> <li>1. Critical Thinking</li> <li>2. Communication</li> </ol> Fall 2008 Results: <ol style="list-style-type: none"> <li>1. <b>+88.6% met mastery</b> criteria for Critical Thinking</li> <li>2. <b>+86.2% met mastery</b> criteria for Communication</li> </ol>
Retention Themed Counselor Presentations to Student Success Courses (ACA 090)	Twenty total classes. Experimental Group: 45% (9 classes) classes visited. <b>+ 8% withdrawal rate.</b> Control Group (11 classes) <b>-18% withdrawal rate</b> in control group
Ready for College Program	2007-2008 <ul style="list-style-type: none"> <li>• 19 student cohort. 12 retained for 2008-2009 (63%). Eight self selected out of the program. <b>10 of the 12 (83%) will attend Curriculum classes fall 2009</b></li> </ul> 2008-2009 <ul style="list-style-type: none"> <li>• 19 student cohort</li> <li>• 31 total in 2008-2009 (12 from '07-'08 &amp; 19 from '08-'09)</li> <li>• 28 students ready for GED graduation</li> </ul> Program components include goal setting assistance, college transition counseling, mentoring, and study skills assistance.
Internationalizing Curriculum	Involvement with World View (UNC-CH guiding organization) yielded <b>three faculty fellowships</b> during 2008-2009. Purpose of fellowship is to integrate international topics into curriculum. <ul style="list-style-type: none"> <li>• Business Division: <b>Fully integrated.</b></li> <li>• Academic Affairs is working with Const. Indus. Tech., Health Sciences, Arts &amp; Sciences, and Legal Sciences to integrate int'L ed. topics.</li> </ul>

Planning Council Report - Spring 2009 (Continued)  
 Measurable Outcomes Goal #3 Professional & Organizational Development

ACTIVITY	OUTCOME
Develop online Sexual Harassment Prevention Training Program for employees	<b>Online</b> program to be implemented in March, 2009.
Wellness Challenge. Program was instituted to increase health and wellness of PCC participants. Factors to measure include exercise time, water intake, fruit and vegetable intake, and step counts per day. Point system to track achievement	<b>One Hundred Twenty-Five</b> participants. <ul style="list-style-type: none"> <li>• 23 minutes average daily exercise</li> <li>• 3 miles average daily steps</li> <li>• 32 oz. average daily water intake</li> <li>• 3 cups fruit/vegetable average daily intake</li> </ul>
Incentive System for FT employees earning a degree in higher education	<b>Fourteen</b> employees <b>earned higher education degrees</b> during 2007-2008. <ul style="list-style-type: none"> <li>• 4 Associates</li> <li>• 5 Baccalaureate</li> <li>• 4 Master's</li> <li>• 1 Doctorate</li> </ul> Disbursed \$2,900 in total
Leadership Institute Alumni Programming	<b>Leadership Institute (LI) Alumni Exchange Program</b> developed and implemented February, 2009. Four 90 minutes sessions developed for LI alumni. Topics for discussion include community engagement, student learning outcomes, campus safety, and budgeting
Instructional Technology workshops to integrate Moodle (new online platform) into online instruction.	Four workshops scheduled in fall 2008. 35 faculty attend Five workshops scheduled in spring 2009. 30 faculty attend
Integrate New Faculty into College Life through the New Faculty Academy.	<b>Thirteen new faculty (87%)</b> participated in the program held on February 13 & 27. Last program scheduled is March 27.

Planning Council Report - Spring 2009 (Continued)  
 Measurable Outcomes Goal #4 Financial Resources & Facility Development

ACTIVITY	OUTCOME
Campus Safety Inter-Operative Communications	Enables <b>PCC Police</b> to <b>communicate on same frequency</b> with local/ state/federal agencies (Police, Fire, and Rescue agencies). Implemented fall 2008
Mass Notification System	Enables emergency <b>Email and Text Message</b> communications between PCC and students/ faculty/and staff. Implemented fall 2008.
Practice and Update PCC's Emergency Plan	Procedures manual updated spring 2008. <b>Communications tested and implemented</b> during fall 2008 and spring 2009.
Capital Campaign	As of the end of 2008, <b>88% of the \$8M</b> goal has been raised.
Student Assistance Program	Established mental health services for currently enrolled students. Implemented fall 2008. Program enables <b>students to see qualified counselors</b> first before referral to other professional agencies.
Facility Master Planning	Review and revise as needed the current facility master plan that guides capital construction priorities.

**Additional Notes**

100% of academic and service units are engaged with each goal in the strategic plan. These initiatives are currently being indexed and cataloged by the College's Planning and Research Office. Survey research is being done to inform the College of activities each work unit has done or undertaken. Results will be incorporated into an annual report and made available toward the end of the spring term.