

Technical College of the Lowcountry

~~FY 2020/21 to 2024/25~~ COVID Interruption

FY 2022/23 to 2026/27

Strategic Plan

Meeting Outline

- I. Overview of Strategic Planning
- II. Fundamental Components of a Strategic Plan
- III. The Process
 - i. Resources
 - ii. Format
 - iii. Timeline

I. Overview of Strategic Planning

A strategic plan is a proactive stance in a environment of changing demands and declining resources.

Definition of Strategic Planning

Ongoing, comprehensive, documented process of planning and assessment of mission driven long term institutional goals:

- Guides senior management and empowers middle managers by guiding the decision-making process at all levels
- Provides the basis for budgetary decisions and resource allocations
- Links unit-level operations and objectives with defined institutional goals
- Five-year plan enables impactful, sustainable solutions
- Plan is public and published

The
Strategic
Plan is
the
Initiator
&
Integrator
of the:

Academic Plan

Enrollment Management Plan

Budget Plan

IT Plan

Facilities Master Plan

Advancement Plan

Student Services Plan

Learning Resources Plan

Marketing Plan

Top Five Reasons Strategic Plans Fail

1. Failure to commit to the process
2. Lack of ownership
3. Lack of courageous leadership
4. Lack of accountability
5. Failure to celebrate success

II. Fundamental Components of a Strategic Plan

Strategic Plans have multiple components and each component serves a purpose.

Components of a Strategic Plan

Foundation

- Mission Statement

Supporting Components

- Vision Statement
- Values
- Environmental Scan

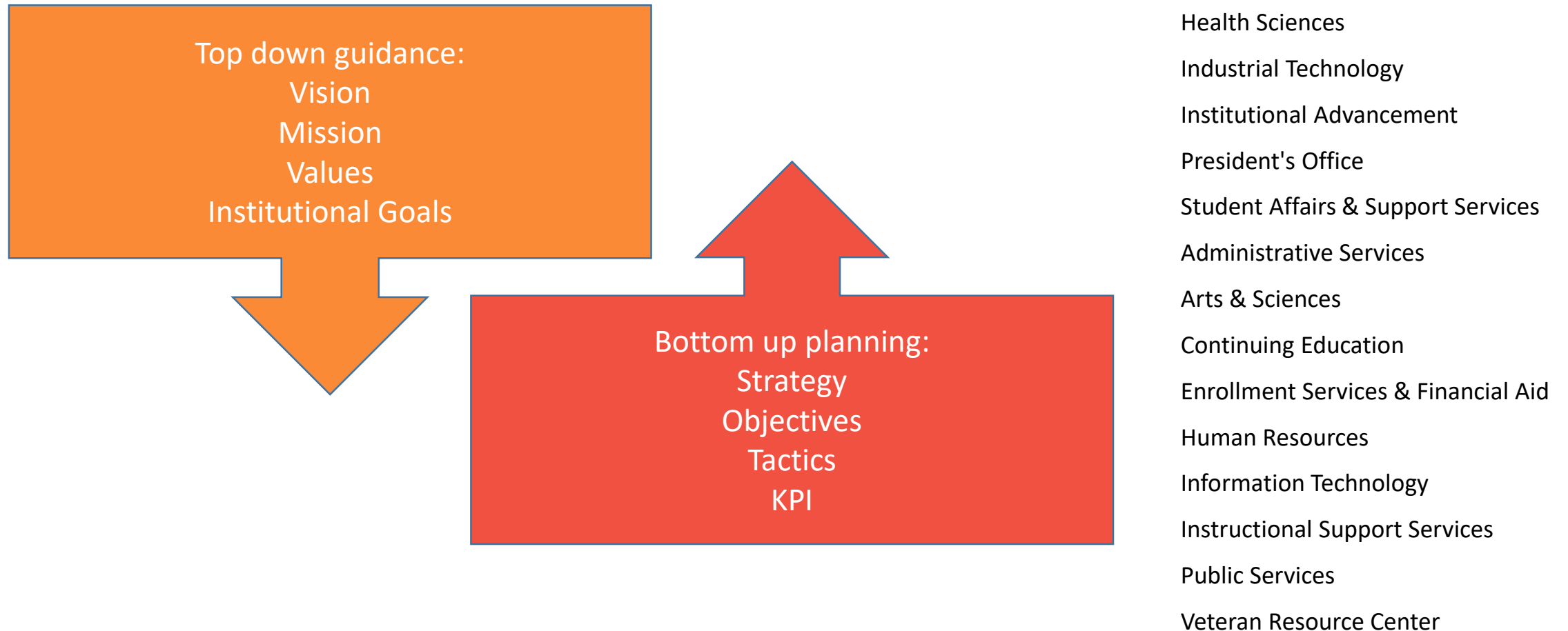
Strategic Plan

- Institutional Goals
- Unit Level Strategy, Objectives and Tactics
- Implementation Plan
- Key Performance Indicators (KPI)

General Infrastructure

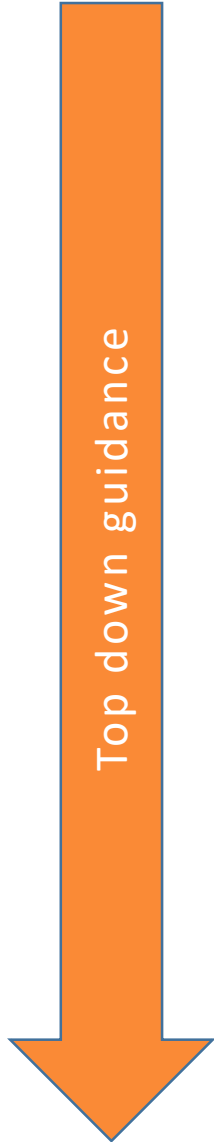


Plan Development Flow

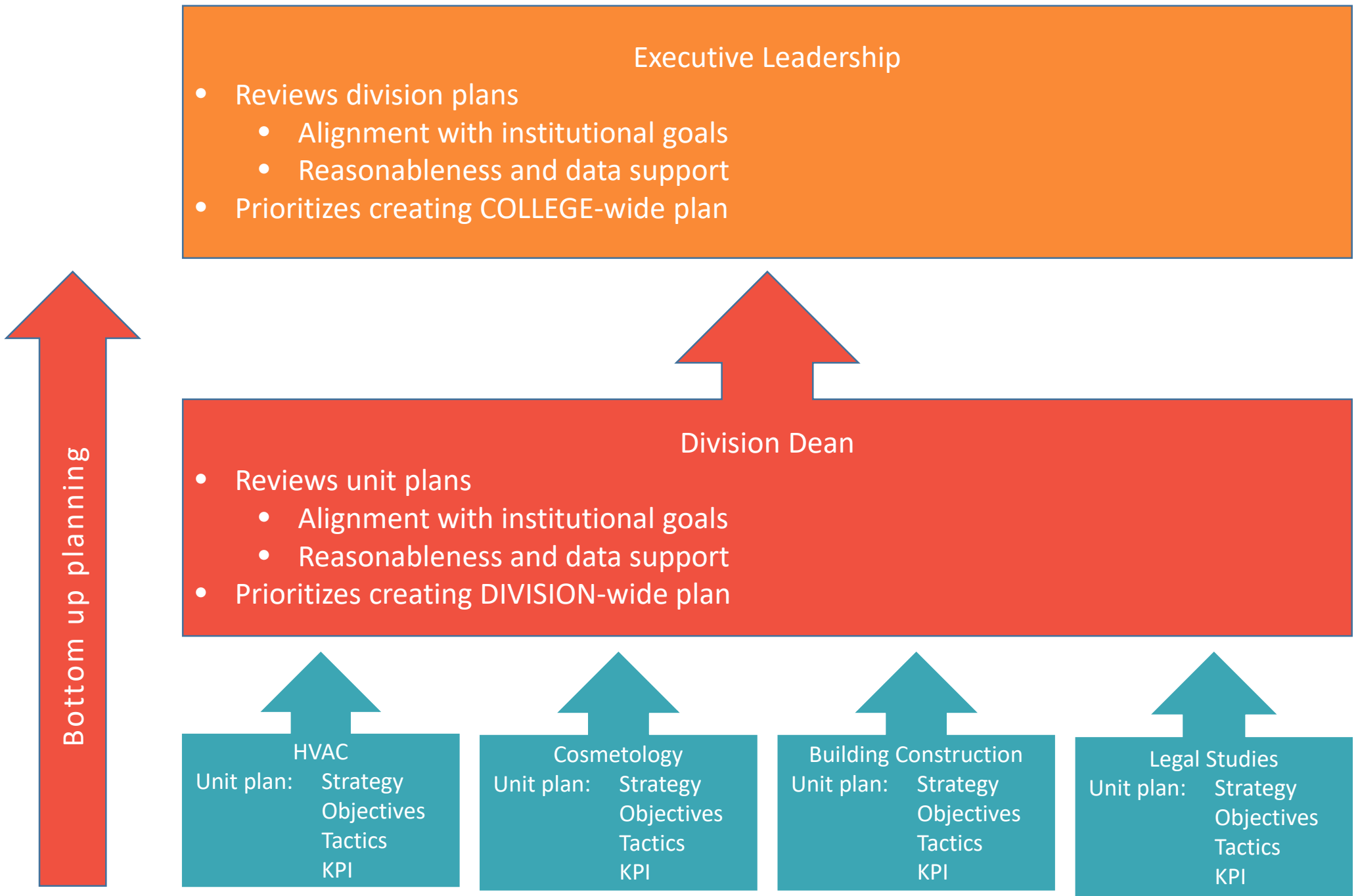


III. The Process

Successful strategic planning requires an inclusive, formal, ongoing process of assessment, planning and review.



Vision	Our vision is to elevate each student and every community we serve through transformative technology and exceptional teaching.
Mission	TCL provides quality, affordable academic and technical programs leading to Associate Degrees, Diplomas, and Certificates in an environment fostering excellence in teaching and learning.
Institutional Goals	<ul style="list-style-type: none">Cultivate an environment of accountability, communication and teamwork.Advance academic quality.Refine and improve operational effectiveness and promote resource stewardship.Enhance and sustain student success from application to completion.
Values	<ul style="list-style-type: none">ExcellenceInnovationIntegrityRespectStewardship



Resources

- ~~2019 2020~~ 2021 Data Insights
- Ins & Outs Assessment
- 2019 Applicant Survey
- Institutional Research
- Strategic Planning Facilitator

Unit-level Planning Documentation

- Unit mission statement
- Unit summary
- Distinctive services
- External environment assessment
- Internal environment assessment

Review of Key Terms

- A **goal** is a broad primary outcome.
- A **strategy** is the approach you take to achieve a goal.
- An **objective** is a measurable step you take to achieve a strategy.
- A **tactic** is a tool you use in pursuing an objective associated with a strategy.

Planning Year Calendar

January		April		July		October	
2020		2020	Unit strategic plans are complete 5-year FY budgets are submitted to BO with strat plan backup	2020	Official implementation of 5-year strat plan	2020	
			Presentations to executive leadership				
2021		2021		2021		2021	
2022		2022		2022		2022	
2023		2023		2023		2023	
2024		2024		2024		2024	
2025		2025		2025		2025	
February		May		August		November	
2020	Exec. leadership sets insitutional goals. Strat Plan Team meets with college leadership.	2020	First meeting of the strategic planning committee	2020		2020	
2021	Strat Plan committee meets to review achievements and confirms or modifies goals	2021		2021		2021	
2022	Strat Plan committee meets to review achievements and confirms or modifies goals	2022		2022		2022	
2023	Strat Plan committee meets to review achievements and confirms or modifies goals	2023		2023		2023	
2024	Strat Plan committee meets to review achievements and confirms or modifies goals	2024		2024		2024	
2025	Process formally begins for 2025/26-2029/30 strat plan	2025		2025		2025	
March		June		September		December	
2020		2020		2020		2020	
2021		2021		2021	Strat Plan committee meets to review achievements and confirms or modifies goals	2021	
2022		2022		2022	Strat Plan committee meets to review achievements and confirms or modifies goals	2022	
2023		2023		2023	Strat Plan committee meets to review achievements and confirms or modifies goals	2023	
2024		2024		2024	Committee reviews summary success of 5-yr strategic plan and begins pre-planning for next plan	2024	
2025		2025		2025		2025	

This will be updated!

Strategic Planning Committee

- Composition
 - Chair – college president
 - Executive leadership
 - Campus leadership
 - Faculty leadership
 - Student representation
 - External member
- Meet twice annually to review achievements and confirm or modify goals – January and August

Budget Cycle and Planning/Assessment Cycle are aligned.

Strategic Plan

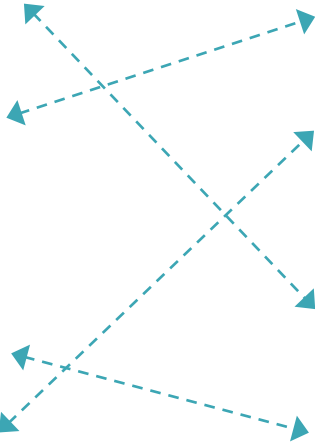
Budget

Objectives

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Expenditures

- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____



The advantage for the college using its strategic plan to allocate resources is every one knows ahead of time which activities have priority and which will be receiving resources in any given budget year.

Use all the tools and opportunities available to you. Illustrative example:

The College leveraged community interest in supporting the region's number one economic driver (Travel Tourism) to secure funds to build/add an additional 26,000 sq ft in academic space (Culinary Institute of the South) in a critical student market – southern Beaufort County. The area is within reach of 41% of the college's potential student market. Student market analysis in the area indicates strong interest in Business, Finance/Accounting and Computer Technology.

There are 8 classrooms at the Culinary Institute of the South. Accounting degree at the Culinary School? Other?

Academic classrooms at any College facility in any college building are available to all programs.