

Southern State Community College
Strategic Priorities
2023-2025

Priority Area #1 | Enrollment

Accessibility is a hallmark of Southern State's mission. Open, convenient access is necessary for learners of all ages and backgrounds, and the enrollment profile should reflect this. Recruiting and retention efforts must be organized and executed in a manner that prioritizes the College's commitment to reaching underserved or underrepresented populations and providing a guided pathway approach for all learners. Further, responsibility for recruiting and retention must be shared among the entire Southern State team--faculty and staff. To fulfill this aspect of the College's mission, we must...

- Develop a strategic enrollment plan emphasizing the College's priority to balance the enrollment profile.
- Expand career-pathway options among CCP learners to increase post-HS graduation enrollment.
- Articulate outreach and engagement strategies to reach students in communities where no physical campus exists.
- Cultivate a culture of shared responsibility for recruiting and retention efforts.
- Align financial aid scholarship models to support enrollment goals.

Priority Area #2 | Workforce Development

Higher education in Ohio faces unprecedented pressure to meet an expected employment surge stemming from major employers entering the area and anticipated suppliers to those large employers. This, at a time when the value proposition of higher education is widely debated and continues to pick up momentum. To these ends, it is incumbent on the College to...

- Align all short-term and degree pathways and all academic and skill-based training to the needs of new, existing, and emerging employers.
- Demonstrate discipline in prioritizing in-demand career pathways and flexibility in adapting or adopting programs to meet employer and student needs
- Exercise persistence in maintaining relationships and partnerships with employers and affiliated workforce organizations.

Priority Area #3 | Student Success

Success, although broadly defined and widely measured, is most often attributed to a holistic approach to student support and an institution's emphasis on a student's sense of belonging. Designing experiences around these principles is the cornerstone of positive outcomes regardless of the definition of success. Quality learning environments, well-designed courses, clear processes, and an institutional appreciation for regulatory standards and protocols indirectly influence student success. Prioritizing student success can be achieved by...

- Strengthening Guided Pathway strategies to increase student persistence and completion.
- Establishing retention, persistence, graduation, completion, and transfer metrics to measure the performance of success strategies.
- Maintain good standing among regulatory entities such as the Department of Education, the Higher Learning Commission, the Ohio Department of Higher Education, and other programmatic agencies.
- Enhance the utilization of the Center for Excellence in Teaching and Learning
- Participate in model initiatives aimed at improving student success.

Priority Area #4 | Relevance and Excellence

Relevance is only realized when the outcomes or outputs of our work are significant to others. Continuous efforts to “be better” in doing what matters is the key to the College's continued existence and reputation for excellence. The College must deliver service, learning experiences, and outcomes so well that stakeholders couldn't imagine southern Ohio without Southern State. Finally, the College must build comfort in the disruption often accompanying meaningful change. To this end, the College will emphasize these goals...

- Cultivate a culture that attracts, develops, supports, and retains talented faculty and staff who strive for excellence in all endeavors.
- Leverage the College's rich history to shape new stories for today and beyond and share those stories widely.
- Exceed student and stakeholder expectations by serving with an “others first” spirit.
- Promote transparency of data used to inform decisions.
- Support financial practices that enhance the College's long-term sustainability.
- Stretch technology and innovation comfort zones.