

# Fayetteville Technical Community College

## Detailed Assessment Report 2015-2016 Executive Director's Office (Marketing and Public Relations) *As of: 8/01/2016 01:16 PM EST*

### Mission / Purpose

To provide a comprehensive system with which to reach and inform the community about the College through a detailed marketing strategy and targeted executable plan, in concert with a well-defined initiative for all constituencies, using all applicable media resources.

### Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Reporting Findings, and Action Plans

#### **O/O 1: Ensuring User-Friendly FTCC Website**

To implement and develop the new FTCC website and a new content management system.

#### Relevant Associations:

##### **Institutional Goals Associations**

- 1 Respond to student and community needs through measurable goals.
- 2 Establish a culture of quality customer service.

##### **Strategic Objectives Associations**

###### **FTCC**

- 35 Ensure appropriate communication among affected areas.
- 38 Communicate with all levels of the College to stay abreast of the future needs of the community and forecast future funding needed to meet these needs.

#### Related Measures

##### **M 1: Ensuring User-Friendly FTCC Website**

**What:** To complete Phase II and implement a user-friendly ability of the FTCC website based upon a content management system.

**Why:** Implementing a new website on a content management system to empower website administrators to make changes quickly and efficiently to the website without prior coding knowledge.

**How:** Through working with an outside vendor, the College will redesign the FTCC website with an emphasis on user experience and navigability; create a universal and cohesive look and feel throughout the website; and streamline and simplify site navigation.

**When:** From July 1, 2015 through June 30, 2016.

**Who:** Digital Content and Social Media Specialist

**Source of Evidence:** Service Quality

#### **Target:**

To launch the new FTCC website, which will conclude Phase II of the redesign project.

#### **Reporting Finding (2015-2016) - Target: Met**

The new website and a new content management system, Word Press, was launched successfully in November 2015. The website is housed and maintained by O3 strategies. The new website is operational at [www.faytechcc.edu](http://www.faytechcc.edu)

#### **Connected Documents**

[Invoice](#)  
[Invoice2](#)

#### **Reporting Finding (2014-2015) - Target: Not Met**

Upon re-examination of the current website after the current assessment cycle began, it was decided that a new website was needed in order to meet the institutional (faculty, staff, and student) needs. Therefore, the survey never occurred.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **Designing A New Website**

*Established in Cycle: 2014-2015*

The College decided that the new website was needed and the project delegated to the Executive Director of Marketing and Public...

For full information, see the *Details of Action Plans* section of this report.

#### **O/O 2: Creating Consistency With FTCC Website**

Creating consistency with the FTCC website "back pages" to make these pages more navigable.

#### Relevant Associations:

##### **Institutional Goals Associations**

- 1 Respond to student and community needs through measurable goals.
- 2 Establish a culture of quality customer service.

##### **Strategic Objectives Associations**

###### **FTCC**

- 35 Ensure appropriate communication among affected areas.
- 38 Communicate with all levels of the College to stay abreast of the future needs of the community and forecast future funding needed to meet these needs.

## Related Measures

### **M 2: Creating Consistency With FTCC Website**

What: To write or edit the content on the FTCC "back pages" for every department and program.

Why: To ensure these "back pages" adhere to a common standard that includes departmental information and that any changes are centralized among a small group of web editors.

How: By making the required changes requested by each department and program area "back page."

When: July 1, 2015 through June 30, 2016

Who: Digital Media and Content Specialists, Departmental Web Page editors.

Source of Evidence: Administrative measure - other

#### **Target:**

To identify web editors at the College who will be trained by the design vendor in the new content management system that will make future changes consistently to the new website.

#### **Reporting Finding (2015-2016) - Target: Met**

Five web editors have been selected and trained by the design vendor in the new content management system. All changes are routed through the FTCC webmaster for approval, consistency, and roll-out to the site to maintain the 60 landing pages.

#### **Connected Document**

[Web Change Requests Sent To Webmaster](#)

#### **Reporting Finding (2014-2015) - Target: Not Met**

Upon re-examination of the existing website after the current assessment cycle began, it was decided that a new website was needed in order to meet the institutional (faculty, staff, and student) needs. The department is currently creating a template for the new website back pages in conjunction with the vendor.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **New FTCC Website Back Page Templates**

*Established in Cycle: 2014-2015*

As a result of the decision to move to a new website, as stated in Target #1 and the corresponding action plan, the Marketing an...

For full information, see the *Details of Action Plans* section of this report.

### **O/O 3: Creating An Editorial Calendar**

Creating an editorial calendar for the FTCC social media sites that are accessed by the community and FTCC stakeholders.

#### **Relevant Associations:**

##### **Institutional Goals Associations**

- 1 Respond to student and community needs through measurable goals.
- 2 Establish a culture of quality customer service.

##### **Strategic Objectives Associations**

###### **FTCC**

- 35 Ensure appropriate communication among affected areas.
- 38 Communicate with all levels of the College to stay abreast of the future needs of the community and forecast future funding needed to meet these needs.

## Related Measures

### **M 3: Creating An Editorial Calendar**

What: To create an editorial calendar for posting important information to FTCC social media sites including but not limited to blogs.

Why: To disseminate important information to the community, stakeholders, and potential students in a timely and accurate manner.

How: Create an editorial calendar working with different staff members of commitments to write articles about their departmental accomplishments.

Who: Executive Director of Marketing and Public Relations, Digital Media and Content Specialist.

When: July 1, 2015 through June 30, 2016.

Source of Evidence: Document Analysis

#### **Target:**

To create and post an editorial calendar to the FTCC social media sites by the end of the assessment cycle with at least two blogs posted monthly.

#### **Reporting Finding (2015-2016) - Target: Not Met**

The College decided that it was more prudent to create promotional videos for the main 14 program areas of the webpage and post those in June 2016, which has been accomplished.

#### **Connected Document**

[Video](#)

#### **Reporting Finding (2014-2015) - Target: Partially Met**

The Marketing and Public Relations department created an editorial calendar but was halted due to the decision to re-design the existing website.

#### **Connected Document**

#### **Related Action Plans (by Established cycle, then alpha):**

##### **Editorial Calendar**

*Established in Cycle: 2014-2015*

With the redesign of the FTCC website currently in-progress, as stated in Target #1 and the corresponding action plan, the depar...

##### **Creating An Editorial Calendar for FTCC Social Media Website**

*Established in Cycle:* 2015-2016

The College decided to delay the start of the 2016-17 academic year because there was a greater need for the departmental promot...

For full information, see the *Details of Action Plans* section of this report.

## **Details of Action Plans for This Cycle (by Established cycle, then alpha)**

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### **Smart Phone Application Action Plan**

The Executive Council met with Blackboard, reviewed their presentation, and decided to wait until the next fiscal year. The Office of Marketing and Public Relations will again address this software application along with other digital electronic media options.

**Established in Cycle:** 2012-2013

**Implementation Status:** Finished

**Priority:** High

**Projected Completion Date:** 06/2014

**Budget Amount Requested:** \$40,000.00 (recurring)

### **Strategic Planning 2012-13**

The Executive Council will present the revised Strategic Plan to the College President for approval. At that point, changes may be necessary before approval is granted and sent to the Board of Trustee's.

**Established in Cycle:** 2012-2013

**Implementation Status:** Finished

**Priority:** High

**Projected Completion Date:** 08/2013

**Responsible Person/Group:** Executive Council, Executive Director of Marketing and Public Relations is a member of the Executive Council.

### **Designing A New Website**

The College decided that the new website was needed and the project delegated to the Executive Director of Marketing and Public Relations, working in conjunction with a committee of representatives across campus, including students. The committee researched best practices on website user navigation. We assembled a project core team with representatives from various departments and students to discuss opportunities for improvement and goals for a new website. The committee has decided to work with a vendor in phases.

**Established in Cycle:** 2014-2015

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Ensuring User-Friendly FTCC Website | **Outcome/Objective:** Ensuring User-Friendly FTCC Website

**Implementation Description:** Phase I-Research and Design of the home page and seven major sections will be completed by June 30, 2015; Phase II will begin during the upcoming fiscal year (July 2015) will consist of implementing and developing the site and a new content management system that will allow for easy editing.

**Projected Completion Date:** 12/2015

**Responsible Person/Group:** Project Leader-Mallory Cerda, Digital Content and Social Media Specialist

**Budget Amount Requested:** \$45,000.00 (recurring)

### **Editorial Calendar**

With the redesign of the FTCC website currently in-progress, as stated in Target #1 and the corresponding action plan, the department is currently evaluating how to design such a calendar. In conjunction with the vendor, the department is currently assessing how such a calendar will be developed to post articles about FTCC to social media outlets or if an internally delivered solution is more appropriate.

**Established in Cycle:** 2014-2015

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Creating An Editorial Calendar | **Outcome/Objective:** Creating An Editorial Calendar

**Implementation Description:** The implementation will occur as the new website is developed and deployed.

**Projected Completion Date:** 06/2016

**Responsible Person/Group:** Mallory Cerda, Digital Content Social Media Specialist

**Budget Amount Requested:** \$3,000.00 (recurring)

### **New FTCC Website Back Page Templates**

As a result of the decision to move to a new website, as stated in Target #1 and the corresponding action plan, the Marketing and Public Relations department is in the process of developing a template for the new back pages in which departments will utilize to convey information.

**Established in Cycle:** 2014-2015

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Creating Consistency With FTCC Website | **Outcome/Objective:** Creating Consistency With FTCC Website

**Implementation Description:** The template design is currently in-progress with the selected vendor. The team will decide which users will have access to the new template along with a protocol for approving any content and images uploaded to the website. Once complete, individual departments will populate their respective back pages with content appropriate information through the newly approved content management system.

**Projected Completion Date:** 01/2016

**Responsible Person/Group:** Mallory Cerda, Digital Content Social Media Specialist

**Budget Amount Requested:** \$45,000.00 (recurring)

### **Creating An Editorial Calendar for FTCC Social Media Website**

The College decided to delay the start of the 2016-17 academic year because there was a greater need for the departmental promotional videos to be embedded on the FTCC webpage.

**Established in Cycle:** 2015-2016

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Creating An Editorial Calendar | **Outcome/Objective:** Creating An Editorial Calendar

**Implementation Description:** During the 2016-17 academic year, the College will post the following: Facebook - 3-10 times per week, Twitter - at last five times per day, and LinkedIn: 2-3 times per week, Instagram: 3-10 times per week, Blog - two times per month.

**Projected Completion Date:** 06/2017

**Responsible Person/Group:** Marketing and Public Relations Department, Digital and Content Management Specialist.

## **Analysis Questions and Analysis Answers**

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### **What were the strengths of your assessment process?**

The College used marketing intelligence and innovating design through an outside vendor (O3 Strategies) to create a memorable and effective online presence through our website. We were able to create a user-friendly and navigable website through art and code. We limited input to a selected group of power users that eventually became web editors working with our webmaster.

### **What were the weaknesses of your assessment process?**

Initially, we began with 10 web editors and quickly realized we needed to the number to five in order to allow for greater consistency and transparency.

### **What was learned as a result of your assessment process?**

To use non-proprietary, open-source software such as Word Press because it is so user friendly when developing and making changes to the website. This allowed for a faster roll-out of the website than originally anticipated, less than 8 months from beginning to end.

### **How will what was learned impact the direction and emphasis of your academic or support unit?**

The importance of branding the College through the webpage by reducing the number of web editors to maintain a consistent and transparent product.

## **Annual Report Section Responses**

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### **Program Review (Academic Units)**

Support entities are not required to have program reviews.

### **Advisory Comm. Minutes (Academic Units)**

Support entities are not required to have advisory committee meeting minutes.

### **End Of Year Reports (VPs, AVPs, Deans)**

Strategic Plan (2015-2020) and other related documents

#### **Connected Document**

[Strategic Plan 2015-2020](#)

Fwd: Invoice from O3

From: [Redacted]  
To: [Redacted]  
Date: 6/6/2016 2:44 PM  
Subject: Re: Fwd: Invoice from O3

[Redacted]  
Fayetteville Technical Community College  
Administration Building, Suite 167

[Redacted]

>>> M... 6 2:03 PM >>>  
Yes, but that is an old project that should have been paid for by now.

Our current O3 projects are:

- 1. Athletics Portal
- 2. Online Course Catalog
- 3. Transfer Credit Search

[Redacted]  
Fayetteville Technical Community College  
Thomas R. McLean  
910.675.8480



[Redacted] has all of the work been completed for this invoice? Thank you.

[Redacted]  
Thomas R. McLean  
Administration Building, Suite 167  
910.675.8480

>>> "O3 Strategies, Inc" <quickbooks-email@intuit.com> 6/6/2016 1:55 PM >>>

Thank you for your business. An invoice has been attached to this email. Please review the invoice and do not hesitate to let us know if you have any questions or concerns.

Regards,

  
(S)

----- Invoice Summary -----

Invoice #: 4596  
Invoice Date: 06/06/2016  
Due Date: 06/06/2016  
Terms: Due on receipt  
Amount Due: \$3,750.00

The complete version has been provided as an attachment to this email.

## Web Request Submission

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**From:** <web\_request@forms2.faytechcc.edu>  
**To:** Request for Web Assistance  
**Date:** 3/9/2016 10:46 AM  
**Subject:** Web Request Submission

---

The following data was submitted in the form named web\_request by a visitor

**Name**  
**Email**  
**Phone**  
**Department** Foundation  
**staff** Staff  
**HelpNeeded** Update to Existing Content  
**Comments**

Please change the code for the form located <http://www.faytechcc.edu/giving/golf-sponsorship/>. A sponsor would like to pay this morning, but wants to pay for two different sponsorships. The updated code allows that option, and is posted below.

```

<div id="mf_placeholder"
data-formurl="http://www.ftccfoundation.com/forms/embed.php?id=26780";
data-formheight="14688"
data-paddingbottom="10">
</div>
<script type="text/javascript"
src="http://www.ftccfoundation.com/forms/js/jquery.min.js";></script>
<script type="text/javascript" src="http://www.ftccfoundation.com/forms/js/jquery.ba-postmessage.min.js";></script>
<script type="text/javascript"
src="http://www.ftccfoundation.com/forms/js/machform\_loader.js";></script>
  
```

Thank you,

**URL** <http://www.faytechcc.edu/giving/golf-sponsorship/>

**Textbox5**

**Textbox6**

### More Info:

**FormSubmissionTime** 3/9/2016 10:46:01 EST(-0500 GMT)  
**VisitorsIP** 10.8.12.31  
**UniqueID** 600a0ab10b1d5518918a0ab62a9efee3

## - Web Request Submission

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**From:** <web\_request@forms2.faytechcc.edu>  
**To:** Request for Web Assistance  
**Date:** 1/19/2016 2:19 PM  
**Subject:** Web Request Submission

---

The following data was submitted in the form named web\_request by a visitor

**Name**  
**Email**  
**Phone**  
**Department** Business Office  
**staff** Staff  
**HelpNeeded** Update to Existing Content  
**Comments** Delete:  
 Spring 2016 Payment Due Dates  
 Registrations made October 22 – December 14 Due by 5 p.m. on Monday, December 14, 2015  
 Registrations made December 15 – January 5 Due by 5 p.m. on Tuesday, January 5, 2016  
 Registrations made January 6 – January 8 Due by 4 p.m. on Friday, January 8, 2016  
  
 Change To:  
 Spring 2016 Payment Due Dates  
 Class Start Date of February 1, 2016  
 Registrations made October 22 - January 29 Due by 4:30 p.m. on Friday, January 29 via  
 Cashier or by midnight, January 31, 2016 via WebAdvisor.  
 Registrations made February 1 are due by 4:30 p.m. on Monday, February 1, 2016.  
  
 Spring II 2016 Payment Due Dates  
 Registrations made January 25 – March 2 Due by 5 p.m. on Wednesday, March 2, 2016  
 Registrations made March 3 – March 8 Due by 5 p.m. on Tuesday, March 8, 2016  
 Registrations made March 9 are due by 5 p.m. on Wednesday, March 9, 2016  
  
**URL** <http://www.faytechcc.edu/business-finance-office/>

**Textbox5**

**Textbox6**

### More Info:

**FormSubmissionTime** 1/19/2016 14:19:37 EST(-0500 GMT)  
**VisitorsIP** 10.1.20.21  
**UniqueID** c79bf24cc5bbbff79ee3dcd25ff8a438



## b Request Submission

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**From:** <web-request@forms2.faytechcc.edu>  
**To:** [REDACTED]  
**Date:** 12/2/2015 8:50 AM  
**Subject:** Web Request Submission  
**Attachments:** NMT Day in the Life 11215.pdf

---

The following data was submitted in the form named web\_request by a visitor

**Name** [REDACTED]  
**Email** [REDACTED]  
**Phone** [REDACTED]  
**Department** HealthCounseling  
**staff** Staff  
**HelpNeeded** Other  
**Comments** Please post this request to the FTCC News on the main page. The department chair would like for this statement to be posted with the flyer.

Are you interested in pursuing a nuclear medicine technology career?

If so, please view the JCC/FTCC Consortium NMT Program online information session at:

<http://www.johnstoncc.edu/programs/health-sciences/nuclear-medicine-technology/information-session.aspx>

More information about the NMT program may be found at the following webpage:

<http://www.johnstoncc.edu/programs/health-sciences/nuclear-medicine-technology/index.aspx>

URL

Textbox5

Textbox6

### More Info:

**FormSubmissionTime** 12/2/2015 08:50:17 EST(-0500 GMT)  
**VisitorsIP** 10.4.20.113  
**UniqueID** ab427bb5b9b1916c9fc2d25368dd898b

## VINCENT CASTANO - New submission for the form:web\_request

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**From:** <donotreply@forms2.faytechcc.edu>  
**To:** vincent.castano@faytechcc.edu  
**Date:** 11/13/2015 2:29 PM  
**Subject:** New submission for the form:web\_request

---

The following data was submitted in the form named web\_request by a visitor

**Name**

**Email**

**Phone**

**Department** VA

**staff** Staff

**HelpNeeded** Missing Page or Content

**Comments** I believe were going to have a "certify for the term" or "certify your enrollment" in bold at the top for students. It needs to be on this page-the Veteran Services homepage;  
<http://fayettevillet.wpengine.com/military-veterans/veteran-services/>

Please add verbiage as requested above and have it take you to this link;  
<http://forms2.faytechcc.edu/veterans-certification/index.asp>

There is a link on <http://fayettevillet.wpengine.com/military-veterans/veteran-services/enrolling-steps/> that is what we talked about, but it's in the wrong location. I'd like to have it on top of first page.

Thanks

**URL**

### More Info:

**FormSubmissionTime** 11/13/2015 14:28:59 EST(-0500 GMT)

**VisitorsIP** 10.11.20.91

**UniqueID** 7a5ddb8f48d9a78bd2131fe0bf1ab9e4

Fwd: Re: Video Updates

From: [redacted]  
To: [redacted]  
Date: 6/6/2016 2:29 PM  
Subject: Fwd: Re: Video Updates

Michael  
Fayetteville Technical Community College  
Thomas R. McLean Administration Building, Suite 167  
Fayetteville, NC 28403  
micnae10@faytech.edu  
910.678.8500 (fax)

>> /6/2016 2:10 PM >>>

1. Why FTCC
2. Campus Life
3. Veterans/Transition Tech
4. High School Connections
5. Arts & Humanities
6. Business Programs
7. Engineering & Applied Technology
8. Health Programs
9. Computer & IT Programs
10. Math & Sciences
11. Public Service
12. Associate in Engineering
13. Gunsmithing
14. Systems Security & Analysis

Digital  
Fayetteville Technical Community College  
Thomas R. McLean Administration Building, Suite 167  
910.678.8400



>>> BRENT MICHAELS 06/06/16 2:02 PM >>>

Would you please send me the list of the videos produced? Thank you.

Michael B. ...  
 Marketing & Public Relations  
 Fayetteville Community College  
 1100 N. 11th St. Administration Building, Suite 157  
 michaelb@favtechn.edu

>>> 6/6/2016 12:56 PM >>>

Overall, I think the music helps a lot and the pacing has improved from the original drafts shared. Brent said that you both feel they are too long. I don't disagree, but I am not sure how much shorter they can be made without sacrificing content. I will have to ask Victoria about that. I think the newer videos presented used the added graphics in a more functional way. I would like to ask her to alter the campus life video to be comparable to how graphics are used in Why FTCC.

Below is my feed back for each video. Let me know what you and Brent think and I will compile it all and send to Victoria. Thanks!

#### Why FTCC

I hate the scene of my face, not just because I don't enjoy being on camera, but I don't necessarily think it makes sense.

I don't love the stock image of the guy in the glasses with the drawn on arms with muscles. He doesn't look happy.

I want to replace the bottom right scene of the pig dissection when it talks about military. It works for health fields, but it is off-putting in a general college video.

#### Public Service

I don't like the clip of the white bedding when it talks about Funeral Service. It feels like empty space and it is not an interesting shot.

#### Math & Sciences

When it says "This track can prepare you.." I think the scene should be clear at first and then blur so you can see what they are doing first.

#### Gunsmithing

The voiceover when Dan is not on camera sounds off. I think the volume needs to be higher.

#### Computer Technology

The change of scene when it talks about creative fields is abrupt. I think it could transition earlier so the previous scene isn't so long.

I don't like the footage used when talking about soft skills like teamwork. I think we have better footage used in the business program video.

#### Campus Life

I don't like the graphics in this one because they don't serve a real purpose (the stuffed bear, the rocket backpack, and the hamburger). I would like see graphics/text highlighting the number of organizations or calling out other information instead.

**Business**

The text on the graphic for Human Resources Specialist only says "Human Resource".

**Arts & Humanities**

I don't like the scene used when it is talking about elective credits because I feel it should be more "Arts" oriented and less tech.

When it talks about what skills you need I think the scene should be clear at first and then blur so you can see what they are doing first.

Digital Content and Social Media Specialist

Thomas R. McLean Administration Building, Suite 201  
cerdam@fayetteville-nc.edu  
[www.fayetteville-nc.edu](#)



... thoughts on the videos? I have yet to show them to Brent this morning, but would love to share your input on them.

Also, do you have the names that Victoria asked about for the talking heads?

Who needs to approve the PolyTech video, us or

Thanks!

Digital Content and Social Media Specialist  
FAYETTEVILLE TECHNICAL COLLEGE  
Thomas R. McLean Administration Building, Suite 201  
Fayetteville, NC 28303

167

Fayetteville, NC 28303  
[910.678.8480](tel:910.678.8480)  
[myersh@faytechcc.edu](mailto:myersh@faytechcc.edu)  
[www.faytechcc.edu](http://www.faytechcc.edu)

# *Fayetteville Technical Community College*

## **STRATEGIC PLAN 2015-2020**



**“Serve our community as a learning-centered institution to build a globally competitive workforce supporting economic development”**

**P.O. Box 35236  
2201 Hull Road  
Fayetteville, North Carolina 28303-0236  
[www.faytechcc.edu](http://www.faytechcc.edu)**



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## FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

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P.O. BOX 35236 • FAYETTEVILLE, NORTH CAROLINA 28303-0236

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September 21, 2015

Dear Friends of Fayetteville Technical Community College:

Fayetteville Technical Community College (FTCC) weaves a multifaceted pattern of positive influence that is far reaching and widely encompassing throughout the greater communities we serve. FTCC's uniqueness is reflected in a number of ways ranging from the educational perspective that opens its doors to all who seek hope, opportunity, and a brighter tomorrow via intellectual growth and job success by offering meaningful educational opportunities which changes lives for the better. Manifestation of this goal is reflected in the most recent college commencement in which we graduated our largest class of 1,985 students who launched their lives to more positive outcomes and possibilities.

FTCC is one of the largest employers in Cumberland County, which provides an outstanding place to work in an atmosphere that bolsters beauty, diversity, encouragement, and respect. In addition, FTCC's graduates and staff engage in our communities, across the nation, and internationally by contributing their skills, talents, volunteer time, and leadership skills through many avenues which fuels economic prosperity and service. The spiraling effect of all these combined characteristics is impressive and certainly something to celebrate. However, in our quest to resist the status quo and to continue to pursue greater excellence, we re-examine ourselves and how we serve others, setting our sights for more impressive achievement and higher benchmarks for successful service.

The 2015-2020 Strategic Plan centers on institutional goals which universally revolve around four primary areas: establishment of measurable goals in response to meeting student and community needs; establishment of a culture reflecting quality customer service; sustainability of excellent fiscal responsibility, accountability, and stability; and continued support of economic development through a greater focus on workforce preparedness. We approach these institutional goals with passion, enthusiasm, and expectation of a greater awareness of ourselves as a structured unit—openly recognizing our strengths and shortcomings—and responding by developing, implementing, and monitoring our executions to measure results.

The outcome of our efforts will, in turn, result in greater service to our students and others whom we serve through our College mission. Embracing teamwork with positive interactions which build on the strengths of each individual's talents will position us to achieve success and will enhance the educational experience to make it more meaningful and productive.

I welcome you to the next phase of our journey and thank you for your continued enthusiasm, support and engagement!

Sincerely,

A handwritten signature in cursive script, reading "J. Larry Keen".

J. Larry Keen, Ed.D.  
President

**FTCC Institutional Goals  
2015-2020**

- 1. Respond to student and community needs through measurable goals**
- 2. Establish a culture of quality customer service**
- 3. Ensure fiscal responsibility, accountability and financial stability**
- 4. Focus on workforce preparedness to support economic development**

**Institutional Goals were originally adopted by the FTCC Board of Trustees, on September 16, 2013 and reaffirmed the goals on September 21, 2015.**



**Institutional Goal: 1 Respond to student and community needs through measurable goals**

1. FTCC will increase graduation rates to 25% by 2018.
2. Increase headcount enrollment by 3% annually.
3. Increase gainful employment (employment in field of study) of students.
4. Meet or exceed the NCCCS Performance Measures goals.
5. Achieve 90% satisfaction rate on all surveys and course evaluations.

**Strategies:**

- Promote student successes and College Best Practices with a targeted goal of 50+ information releases and/or presentations annually (2)
- Use the Educational TV channel to provide timely information/programming to the community (2)
- Partner with community organizations to connect students to potential employers (3)
- Engage stakeholders to develop and expand College funding opportunities melding community and student needs. (1, 2, 3)
- Align the FTCC Foundation, Inc. goals and outcomes to support the College. (2, 3)
- Reduce the number of students testing into developmental classes. (1, 2)
- Administer student course evaluations to assess the satisfaction rates for course and programs of study. (1, 5,)
- Administer an annual non-returning student survey to assess the reasons for not continuing studies at FTCC. (1, 5,)
- Administer an annual graduate survey to assess satisfaction rates for courses and programs of study. (1, 5,)
- Improve assessment plans with documented evidence of outcomes. (1)
- Create and administer a professional development program to support academic quality for student success. (1-5)

- Promote the use of research such as Economic Modeling Specialists International (EMSI) studies to identify and benchmark successes at FTCC as well as other colleges that could be replicated. (1-5)
- Maintain memberships in relevant professional organizations and groups. (1-5)
- Promote faculty-staff engagement in public relations, community service, and College activities. (1, 2, 3, 5)
- Encourage faculty and staff to complete higher levels of relevant education and/or degree completion. (1, 2)
- Encourage Return to Industry Training. (1, 2)
- 100% of new instructors will successfully complete the Excellence in Teaching course prior to teaching their first class. (1, 5)
- More clearly define and articulate expectations for the role of instructional leaders. (1, 5)
- Create an effective Instructional Leaders course. (1, 5)
- Standardize blackboard shells to ensure more active learning for students. (1, 5)
- Increase Work-Based Learning and intern work opportunities for students (1, 2, 3)
- Provide a safe and secure learning environment. (5)

## **Institutional Goal: 2 Establish a culture of quality customer service**

1. Success of our students is our number one priority
2. Competition for services requires that we maintain the highest standards and responsiveness to the needs of our customers and stakeholders.
3. Create a welcoming and service oriented culture delivering support with minimal referrals.
4. Achieve 90% satisfaction rate on customer service survey.
5. Consistency of service and information will be maintained across the College.

### **Strategies:**

- Explore the development of an Excellence in Service (EIS) course. (1-5)
- Ensure that faculty and staff understand their individual responsibility to provide high quality customer service. (1-5)
- Provide well maintained and safe campuses demonstrating our pride in FTCC. (4)
- Resolve customer needs with minimal referral to others. (3)
- Answer the phone within 3 rings. (1-5)
- Educate all employees on functions and activities of College departments to minimize referrals. (2)
- Incorporate advanced technology that can help to eliminate or reduce on-campus visits and lines. (1, 4, 5)
- Triage lines to move customers to appropriate College locations quickly. (3, 4)
- Ensure signage is visible, adequate and accurate directing visitors to correct locations. (3, 4)
- Require all hiring managers to include one or more interview questions focused on customer service. (1-5)
- Create and implement incentive program to recognize employees that excel in providing customer service. (1-5)
- Conduct annual surveys of faculty, staff and students to provide data related to the College climate and customer service/support. (4)

- Create and deliver professional development classes to educate employees on quality customer services standards and expectations. (1-5)
- Continue to refine the two FTCC website portals. One website is focused for students, ensuring it remains user-friendly and focused to student needs while the other website is focused for internal faculty/staff use and required mandatory reporting elements under the Higher Education Act and other local, State and Federal legislation requirements. (1, 3)
- Promote equal employment opportunities in all aspects of the hiring process. Ensure one DDI targeted selection STAR criteria evaluates customer service orientation of all prospective candidates. (2, 3, 5)
- Include quality customer service and support as a measured item on annual performance appraisals. (5)
- Provide adequate training to employees to ensure the Continuity of Operations (Safety) and Emergency Preparedness Plan can be implemented quickly and accurately in times of emergency. (2)

**Institutional Goal: 3 Ensure fiscal responsibility, accountability and financial stability**

1. Plan and prepare annual budgets that enable the College to be responsive to community needs.
2. Maximize strained resources by enhancing productivity and accountability.
3. Focus resources on the core mission of teaching by strategically budgeting funds in areas that result in the greatest return on investments.
4. Streamline operations with a focus on efficiencies.
5. Monitor current spending and forecast future funding requirements to sustain financial stability.
6. Institute a data-driven decision process based through assessment of needs.

**Strategies:**

- Submit accurate budget decision packages in a timely manner to support division operations and support an institutional goal related to the request for funding. Initial decision packages will be submitted annually in May. (1-6)
- Ensure appropriate communication among affected areas. (1, 2, 4)
- Monitor monthly budget reports and submit a budget reconciliation mid-year. (2, 4, 5, 6)
- Consistently review the salary plan and hiring scale to keep salaries for staff and faculty comparable to market. (1-6)
- Communicate with all levels of the College to stay abreast of the future needs of the community and forecast future funding needed to meet these needs. (1-6)
- Standardize technology across the campus to reduce maintenance cost and maximize replacement parts. (2, 4)
- Cascade technology when replacements are made to reduce cost. (2, 4)
- Communicate the College's needs to the FTCC Foundation. (2)
- Create an effective grant and external funding program. (3)

**Institutional Goal: 4 Focus on workforce preparedness to support economic development**

1. Strengthen economic development in the College's service area.
2. Establish an effective job placement office.
3. Expand veterans support services.
4. Analyze Academic Programs to modify program/course offerings to meet employer needs.

**Strategies:**

- Align curriculum and continuing education programs of instruction/course offerings with reported needs of employers, as reflected in the annual employer survey. (4)
- Expand student use of Career Coach and Internship.com during the admissions, registration and advising processes. (1)
- Analyze Academic Advisory Committee data, retention and graduation trends by program, GAP studies, Labor Market information by program area, and annual employer surveys. (1-5)
- Enhance outreach to business/industry to understand and define existing and future workforce training needs. (1)
- Expand the use of customized industry training funds. (1, 3, 4)
- Engage with the Economic Alliance in the recruitment, expansion and retention of businesses. (1, 4)
- Seek additional funding for the NC Military Business Center to better engage businesses winning government contracts and providing post-contract assistance. (1, 3)
- Create career pathways for students and graduates to engage with employers to include defense contractors. (2, 3)
- Promote and solicit scholarship and funding opportunities that parallel employer needs and student curriculum. (1-4)
- Continue enhancements to support services and academic programs to meet the changing needs of the military and veteran students. (3)

*Approved FTCC Board of Trustees on September 21, 2015*