



Office of the President

## MEMO

**DATE:** June 5, 2018

**TO:** Members of the Strategic Planning Steering Committee & Environmental Scanning Task Group

**FROM:** Dr. Ron Clinton, President

**RE:** Charge to the Steering Committee/Environmental Scanning Task Group

Thank you for agreeing to serve on the Strategic Planning Steering Committee and Environmental Scanning Task Group. Your work on this process will be instrumental in helping shape the future of Northeast Texas Community College for the next five years and beyond. Thank you, in advance, for your commitment.

### **Strategic Planning Steering Committee Membership:**

*Alan Carter, Chair*

Gaylon Barrett - Faculty

Karen Andrews – Faculty

Shemetric Williams – Instr. Admin.

Eric Posey – Business Office

Iris Marino – Continuing Ed.

Terry Scoggins – Titus County

Bob McFarland – Franklin County

Sarah Spiker - Faculty

Cindy Reider – Faculty

Bob Hedges – Faculty

Jimmy Smith – Student Services

Nita May – College Foundation

Linda Grundish – Camp County

Amy Hinton – Titus County

Elias Reyes - Student

### **Environmental Scanning Task Group:**

Toni LaBeff, Chair

Shannon Cox-Kelley – Instr. Admin.

Jim Swann – Faculty

Linsey Harwell – Title V Coop

Janice Allen – Library

Josh Stewart – Student Services Admin.

Debbie Strong – Faculty

Heidi Wooten - Faculty

Elisa Henninger – Community



## The Charge:

I charge the Strategic Planning Steering Committee, with support from the Environmental Scanning Task Group, to develop and make recommendations on a five-year Strategic Plan. The plan will set key priorities and guide allocation of the college's resources from academic years 2018 through 2022.

The work of the Steering Committee should include:

- a review of the college's current Mission
- a review of the President/Board of Trustees' Goals developed in spring, 2018
- an environmental scan that includes a/an: (Environmental Scanning Task Group charge)
  1. **External scan:** comparison of national, state, and NTCC information relevant to strategic planning
  2. **Internal Scan:** offering information on historical and current operational conditions at NTCC
  3. **Teaching and Learning Scan:** information on academic conditions and on student support services
  4. **Key Trends:** Identification of key trends and their potential impact on student success and long term fiscal stability of the college
- a summary of key trends and challenges identified by the Environmental Scanning Task Group. Research data should be incorporated into the trends to identify national, state, and local issues that have substantive impact on the work of NTCC
- conducting a "SWOT" and Gap analysis based on information provided from the Environmental Scanning Task Group
- "visioning" forums to solicit feedback from key stakeholders to include students, faculty, college staff, and the community

The outcome for the process should result in:

- a recommendation by the committee for modifications to the college's current mission statement, if needed.
- a set of recommendations on 5 to 8 institutional goals/objectives that will successfully propel NTCC into the next decade

I would challenge the committee to keep "front and center" the following points for development of the Strategic Plan mission and goals recommendations.

They should:

- be student-centered and designed to maximize student success
- align closely with the State Higher Education Strategic Plan (60X30TX) and other THECB and/or Legislatively mandated initiatives (Performance Based Funding & Guided Pathways)
- foster predictable long-term enrollment growth and fiscal stability

- be simple, direct, and easy to communicate with all of the college's constituencies
- inspire and motivate the college to stretch and improve
- reflect critical needs and opportunities over the next five years
- be based on NTCC's core strengths and values
- be measurable, with clear milestones to assess progress
- be inclusive and reflect the diversity of our students, college staff, and community

**Timeline:** I am requesting the committee finalize its recommendations by *December 10, 2018.*

Finally, I would like to meet regularly with the Committee and Task Group chairs (periodically with the entire committee) to keep well informed of the planning process and direction. The Board of Trustees will also play an integral role through board meetings, special workshops, and other key intersections. We will also plan to provide regular updates to our campus and community on the college's website and through other media avenues as appropriate.

I look forward to working with all of you on developing this new plan for the college and, again, want to thank you for your work and participation!