



PROGRESS REPORT - JAN. 2004

STRATEGIC INITIATIVES

FOR 2004-2005

*Report on progress made toward Strategic Initiatives, January 30, 2004
For Initiatives covering Period July 1, 2003 – June 30, 2004*

I. Initiative: Improve recruitment and retention of students

- 1.1. Outcomes
 - 1.1.1. Increase enrollment
 - 1.1.2. Increase retention rate
 - 1.1.3. Increase revenues due to student enrollment
 - 1.1.4. Improve student satisfaction
 - 1.1.5. Improve student success
- 1.2. Objectives
 - 1.2.1. Target/enroll more college-ready high school seniors from district
 - 1.2.2. Develop/identify retention strategies for first time college students
 - 1.2.3. Increase reliable, regular statistical reporting on enrollment, retention, completion
- 1.3. Performance Measures
 - 1.3.1. Five percent increase in district high school seniors from previous year.
 - 1.3.2. Five percent increase of students retained from Fall 2003 to Spring 2004 semesters
 - 1.3.3. Timely reports for use by management
REPORT ON PROGRESS: Crystal Reports software has been purchased and installed. The MIS Director and Institutional Research coordinator have begun to utilize it for query requests. They are scheduled for training January 28-30, 2004 to become better able to utilize the software for campus-wide reports and queries after that time. An updated FTE report is created and sent out by email to campus personnel each Monday. The website for the NFCC Fact Book (a work in process) is <http://www.nfcc.edu/instiresearch/factbook.html>.
 - 1.3.4. Student satisfaction survey completed

2. Initiative: Improve quality of educational programs

- 2.1. Outcomes
 - 2.1.1. Improve program quality
 - 2.1.2. Improve institutional effectiveness
 - 2.1.3. Improve public access to courses
 - 2.1.4. Improve competitive position
 - 2.1.5. Improve student satisfaction and student success
- 2.2. Objectives

- 2.2.1. Conduct reviews of all educational programs, evening course offerings, and online courses
- 2.2.2. Continue institutional effectiveness activities in educational programs
- 2.3. Performance Measures
 - 2.3.1. One hundred percent of educational programs reviewed
 - 2.3.2. All programs will submit institutional effectiveness activity plans
 - 2.3.3. Realign evening and online course offerings
 - 2.3.4. Student satisfaction survey

3. Initiative: Improve productivity through technology

- 3.1. Outcomes
 - 3.1.1. Improve use of technology inside and outside classroom
 - 3.1.2. Improve NFCC's web presence
 - 3.1.3. Provide technology training for staff
 - 3.1.4. Improve employee productivity
 - 3.1.5. Improve technology acquisition process
- 3.2. Objectives
 - 3.2.1. Continue implementation of classroom technology
 - 3.2.2. Implement website redesign using end-user maintenance system
 - 3.2.3. Implement training schedule for classroom technology, distance learning software, webpage design software
 - 3.2.4. Tie technology acquisition/refresh to need analysis and performance requirements
- 3.3. Performance Measures
 - 3.3.1. Twenty percent increase in classroom technology
REPORT ON PROGRESS.
 - The Fine Arts Auditorium and two General Classrooms have been given technology upgrades for presentations and classroom instruction.
 - 3.3.2. New website active
REPORT ON PROGRESS.
 The redesigned Novus-based NFCC website went live December 15, 2003 with approximately 250 pages. Response from faculty, staff and the public has been overwhelmingly positive. At present the site holds est. 350 pages. Per P. Hinton, Director, College Advancement.
 - 3.3.3. Training on new technologies completed: level of tech and software used by staff for distance learning and web
REPORT ON PROGRESS.
 - Novus-based web development – Approximately 50 employees received training either through workshops or individually on setting up and maintaining individual and departmental subsites. Training continues.
 - 3.3.4. Tech acquisition/refresh tied to needs analysis as evidenced by documentation

REPORT ON PROGRESS.

- During the 2003-04 budget request process, all budget managers were directed to make requests for technology acquisitions utilizing a form which required them to tie the request to a strategic initiative. Funds were budgeted in the purchasing area for these acquisitions, pending approval of the Technology Committee and the Management Team. Thus far approval has been given for replacement of computers in Business Education, Mathematics and the Library classroom, as well as the replacement of computers for 10 faculty and staff. Additional computers were requested and approved for the Library made necessary by a new statewide tracking system.
- Fifty-three computers have been purchased and installed. Twenty-five more will be ordered and installed in the Library.
- The Fine Arts Auditorium and two General Classrooms have been given technology upgrades for presentations and classroom instruction. Per A. Mulkey, Dean, Administrative Services.

4. Improve image of college

4.1. Outcomes

- 4.1.1. Improve awareness of NFCC in district, region, nation
- 4.1.2. Improve community partnerships
- 4.1.3. Improve private, corporate financial support of the college
- 4.1.4. Position NFCC as a quality education institution
- 4.1.5. Position NFCC as a source for rural innovation, development

4.2. Objectives

- 4.2.1. Hold 45th Anniversary event November 22, 2003
- 4.2.2. Seek NFCC sites in six-county district
- 4.2.3. Identify/target district corporations as NFCC partners
- 4.2.4. Promote achievements of NFCC alumni
- 4.2.5. Seek, promote rural initiatives

4.3. Performance Measures

- 4.3.1. Attendance at 45th Anniversary; increase in alumni contacts
REPORT ON PROGRESS: The College held an anniversary event Saturday , November 22, 2003 on the NFCC campus. Approximately 250 faculty, staff, alumni, elected officials and community visitors attended. Outstanding alumni were recognized. The NFCC Foundation conducted special alumni activities including an alumni tent with memorabilia and a social gathering Saturday evening. Alumni updated contact information. Alumni contacts increased. Area media carried stories about outstanding alumni and the anniversary celebration prior to and after the event, and response from alumni was positive. Based on the success of this event, the College plans to honor another group of outstanding alumni April 27, 2004.

- 4.3.2. Progress/number of NFCC district sites.

REPORT ON PROGRESS:

- The Hamilton County School Board approved the construction of a \$1.7M educational facility dedicated specifically for NFCC's use in conducting dual enrollment and evening courses.
- The Florida Sheriffs Boys Ranch Board of Directors approved the sale of 40 acres in Suwannee County to NFCC for the purpose of constructing a Law Enforcement Defensive Driving Facility.
- NFCC is working with Doctor's Memorial Hospital in an effort to establish a partnership for an RN program in which significant portions of the curriculum, including clinicals would be conducted on site at Doctor's Memorial.
- The Madison County School Board approved the transfer of a portion of the old Primary School property to NFCC for educational purposes.
- The University of Florida approved the lease of a portion of the IFAS station in Jefferson County to NFCC for the Green Industries Institute.

4.3.3. Progress/number of NFCC corporate partners

4.3.4. Community Awareness survey

REPORT ON PROGRESS: College Advancement is preparing a survey to be disseminated to the public June 2004.

4.3.5. Completion of 1st Leadership Rural North Florida class; progress on other rural initiatives

REPORT ON PROGRESS: The first Leadership Rural North Florida class was graduated January 22, 2004 with 22 area business people, educators and civic leaders completing the program. The 2004 class will commence March 2004 and a youth leadership summer program will begin June 2004.

4.3.6. NFCC climate survey completed; dissemination of results to public

REPORT ON PROGRESS: A NFCC employee survey or climate survey was conducted Thursday, October 30, 2003 by the NFCC College Council which tabulated the surveys and presented the results to the President November 14, 2003. The results were then made available to the Board of Trustees November 18, 2003 and to the campus community November 19, 2003. Press releases outlining the results of the survey were distributed shortly thereafter and appeared in local media. Overall employee response indicated that 86% of employees were satisfied with their employment at NFCC, a 22% increase from a January 2001 survey.