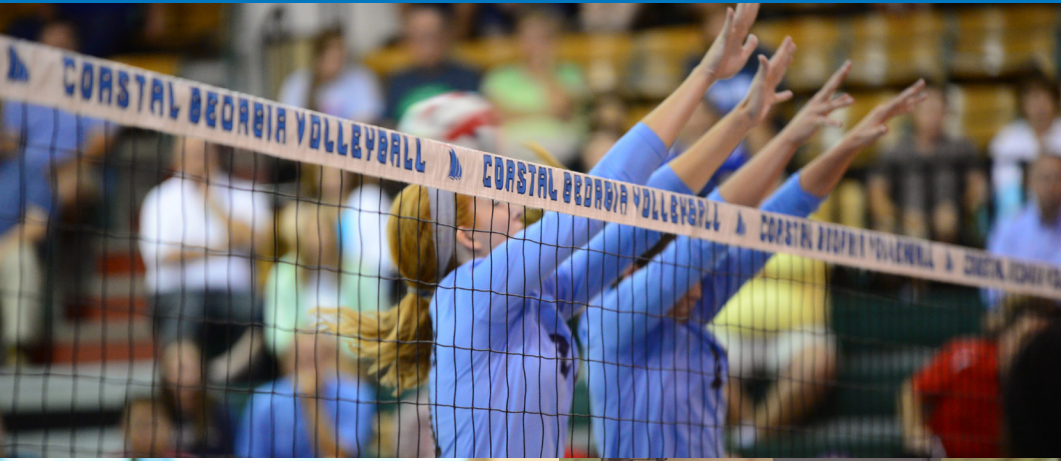


COASTAL VISION 2021



Strategic Plan 2016-2021



COLLEGE of
COASTAL
GEORGIA
UNIVERSITY SYSTEM OF GEORGIA

Introduction

The College of Coastal Georgia has seen a tremendous change over the past five years. The initial strategic master plan, 2020 Vision, provided the road map as the College of Coastal Georgia made the successful transition from a two-year community college to a four-year state college with trail-blazing rapidity. But as rapid as that change has been, the landscape of higher education in Georgia is shifting faster than the sandbanks along the St. Simons Island beach.

Complete College Georgia, the higher education initiative championed by Governor Deal and adopted by the University System of Georgia, is a game changer. Education is a top priority, recognized as critical for the economic development and well-being of this state. Retention, progression and timely graduation are the new standards by which institutional success is measured, causing colleges and universities across the state to reevaluate how they are serving students. Against this backdrop, the timing could not be better for institutional planning beyond this decade, into 2021.

Since August 2014, the College of Coastal Georgia has undergone an inclusive, rigorous and synergistic strategic planning process, including an environmental scan and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, as well as a series of focus groups with a wide range of internal and external stakeholders, including alumni, community, College Foundation, and K-16 constituents.

Through thoughtful deliberation and reflection, five strategic themes (Student Enrichment, Academic Excellence, Institutional Distinction, Leadership through Community Engagement & Partnerships, and Sustainability & Organizational Development) were formulated to serve as key pillars with foundational strategic goals and objectives to support the College’s mission, vision and core values.

The end result of this planning process is a new strategic plan, Coastal Vision 2021. The plan provides Schools, departments, and offices on both the Brunswick campus and Camden Center a guide for navigating through planning and resource allocation decisions.

Coastal Vision 2021* sets a dynamic pathway to the future for the College of Coastal Georgia in becoming a college of choice, providing associate and baccalaureate degree programs, accentuated by strong leadership, exemplary student development, and worthwhile community linkages to the cultural, economic and social well-being of the local community, southeast Georgia and beyond.

Mission

As a state college of the University System of Georgia, the College of Coastal Georgia will be a college of choice for residents of Georgia and beyond by providing an accessible and affordable quality education. Advocating excellence in scholarship and community engagement, the College promotes student progression and timely graduation through student-centered programs that offer a rich and diverse student experience. Students are prepared for meaningful careers, advanced study, lifelong learning, and participation in a global and technological society. The institution will provide associate and baccalaureate degrees that support the intellectual, economic and cultural needs of the community and region.

Approved by the USG Board of Regents on November 10, 2015

*Approved by the Strategic Planning Committee and President’s Cabinet on April 30 and May 5, 2015, respectively



THEME A - STUDENT ENRICHMENT

The College of Coastal Georgia is a community of scholars that engages students in intellectual, cultural, social, personal, and professional growth. The institution maintains a safe and nurturing environment that supports and encourages students to participate in curricular and co-curricular activities that promote intellectual curiosity, student success and engaged citizenship.

Goals/Objectives

- A1. Enhance opportunities for student engagement by providing an educational, inclusive, and socially responsible learning community within the College and beyond***
- A1.1. Actively pursue the College’s Complete College Georgia plan to increase student retention, progression, and graduation by enhancing college transition and student success initiatives and partnerships
 - A1.2. Enhance programming initiatives to develop a high-quality, vibrant student life program that promotes the physical, social, academic, and emotional health and wellness of students in all campus locations
 - A1.3. Provide opportunities for students to develop leadership competencies
 - A1.4. Promote excellence in and breadth of intramural, club, and intercollegiate athletic programming
 - A1.5. Develop institution-wide diversity initiatives that promote inclusion and global awareness
 - A1.6. Promote and maintain a multifaceted career-planning program for students which leads to successful personal and professional transitions
 - A1.7. Design and update facilities that enhance the delivery of high quality services and programs integral to students’ academic success, physical well-being, social interaction, and personal development



THEME C - INSTITUTIONAL DISTINCTION

Increase and enhance the College of Coastal Georgia’s visibility and reputation for an experiential and supportive approach to learning that prepares graduates for community engagement as well as professional and personal success.

Goals/Objectives

C5. Achieve regional, state, national, and international recognition for institutional distinction and educational excellence

- C5.1. Refine the College’s institutional identity
- C5.2. Create a marketable institutional brand
- C5.3. Develop and implement strategies to increase awareness of the positive impact that the institution, faculty, staff and its graduates have on the region, state, nation, and global community
- C5.4. Improve the College’s rankings in reputable and recognized educational publications and surveys

THEME B - ACADEMIC EXCELLENCE

The College of Coastal Georgia is a community committed to cultivating a culture of discovery in teaching and learning for students, faculty and staff that is rigorous, inclusive, engaging, interdisciplinary, and global.

Goals/Objectives

B2. Enhance and promote excellence in scholarship, creativity and teaching

- B2.1. Develop opportunities for interdisciplinary collaboration in teaching
- B2.2. Support reflective, interactive and experiential learning
- B2.3. Provide support for faculty-student research
- B2.4. Expand support for faculty research and grant writing
- B2.5. Support faculty research and exchange opportunities abroad

B3. Develop a culture of evidence, accountability and continuous improvement

- B3.1. Standardize the practice of integrating assessment into teaching
- B3.2. Enhance the effectiveness of student support services

B4. Extend high-impact learning practices and support current and new educational program offerings

- B4.1. Embrace high-impact educational practices that reinforce academic proficiencies
- B4.2. Embed service-learning throughout the curriculum
- B4.3. Identify new degree programs that meet the professional and intellectual needs of students
- B4.4. Develop campus programming that allows for the recruitment and retention of academically-talented students
- B4.5. Develop study abroad opportunities for students to gain a global perspective





THEME D – LEADERSHIP THROUGH COMMUNITY ENGAGEMENT & PARTNERSHIPS

The College of Coastal Georgia works in partnership with key stakeholders within the region, including educational support groups, not-for-profits, governmental agencies and economic development organizations, to enhance cultural experiences and raise community-wide awareness of the value of an educational system. Engagement and partnership within the region provide learning experiences for students and create an educational structure which can drive the institution and the region forward.

Goals/Objectives

D6. Raise the institutional position and profile of the College within the community to help shape regional growth

- D6.1. Provide knowledge and expertise of faculty, staff and students to the region
- D6.2. Develop and sustain collaborative partnerships with community members and organizations to maximize student engagement and community involvement
- D6.3. Collaborate with educational and economic partners to guide the development of programs to meet the needs for regional growth
- D6.4. Integrate and enhance student learning and development through service-learning and other experiential activities that address community needs
- D6.5. Expand efforts to develop educational partnerships and pathways with local P-12 school systems, technical college systems, and the University System of Georgia

THEME E – SUSTAINABILITY & ORGANIZATIONAL DEVELOPMENT

Sustainability calls for the College of Coastal Georgia to efficiently use its resources – human, physical and financial – to ensure the future success of the institution. With limited resources and competing needs, it is imperative that the institution create strategies that make the most effective use of its resources.

Goals/Objectives

E7. Develop and sustain an organizational, fiscal and physical infrastructure that supports and enhances the college community

- E7.1. Ensure all facilities, equipment and technology meet College operational needs, and state/federal requirements while enhancing efficiencies and providing a safe environment
- E7.2. Recruit and retain qualified faculty and staff, while promoting both diversity and inclusion
- E7.3. Develop and maintain organizational and financial plans that continue to support faculty, staff and student success
- E7.4. Develop a long-range sustainable plan for athletics
- E7.5. Continue the transformation of the institution as a college of choice through the ongoing implementation of the strategic master plan
- E7.6. Address all organizational elements at the Camden Center through development of focused strategies
- E7.7. Refine and maintain a comprehensive risk management plan that addresses the College’s overall responsibility
- E7.8. Maintain a sustainable enrollment management plan to ensure continued institutional growth and financial stability



CCGA VALUES

QUALITY EDUCATION

The College of Coastal Georgia's core values frame the mission and vision, and guide the institution through changing times and priority setting:

Commitment to providing high-quality, innovative, and flexible educational opportunities and services in an accessible student-centered environment, creating a climate of discovery that values and embraces both inquiry and creativity; expect students to take active responsibility for their education; foster close student-teacher bonds; offer ongoing assessment of academic programs; integrate all programs that promote student access and success.

EXPERIENTIAL LEARNING

Integrate meaningful experiential and holistic community service on campus and in the broader community with instruction and reflection to enrich the learning experience, fostering an attitude of generosity in service, teaching civic responsibility and strengthening communities.

GLOBAL AWARENESS

Commitment to providing value-added education by promoting cross-cultural understanding, fostering respect and appreciation among and between students, faculty and staff, and cultivating collaborative relationships with international programs and global communities.

LEADERSHIP

Advocate leadership roles that uphold professionalism, responsibility and motivation through enhanced skills in organizing, planning, problem-solving, and communicating to prepare students to meet tomorrow's workforce and the region's evolving development needs.

ENTREPRENEURSHIP

Infuse exploration and innovation across the educational process while anchoring these entrepreneurial strategies in social and community purposes.



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