

# FSCJ Strategic Plan: 2014 – 2017 (2015 – 2016 Funded Supporting Initiatives)

OFFICE OF INSTITUTIONAL EFFECTIVENESS AND ACCREDITATION · FLORIDA STATE COLLEGE AT JACKSONVILLE

**Mission Statement:** Florida State College at Jacksonville provides high value, relevant life-long education that enhances the intellectual, social, cultural and economic development of our diverse community.

**Vision Statement:** Florida State College at Jacksonville...Growing minds today, leading tomorrow's world.

**Core Values:** Integrity, Excellence in Teaching and Learning, Culture of Honesty and Trust, Creativity, Respect for Diversity.

## STRATEGIC GOAL 1: PROMOTE ACCESS & EQUITY

### STRATEGY

### DESCRIPTION

#### Student Services Document Processing

Student Services created a series of initiatives to significantly improve student-department interactions and services provided to students. This initiative funded the purchase of On Base PAR and ProDoc software that will improve document processing through more efficient and effective intake and managing of required documents. The new software will also provide critical document management data that will be used to measure efficiency and inform decision making for process improvements. *For more information, contact Matt Davis at (904) 632-5039 or at [matthew.davis@fscj.edu](mailto:matthew.davis@fscj.edu).*

#### Appointment Scheduling and Tracking

Comprehensive foot-traffic management can be a challenge at busy, multi-campus institutions. But like any organization that serves people in a personal, one-on-one environment, the ability to manage and gather data on interactions is key. To facilitate effective data tracking and management, Student Services is investing in software to improve related student-facing processes. This initiative funded the purchase of e-Sign and e-Sign In to streamline student check-in and appointment tracking. *For more information, contact Matt Davis at (904) 632-5039 or at [matthew.davis@fscj.edu](mailto:matthew.davis@fscj.edu).*

#### Career Exploration through Career Coach

Capitalizing on the updated student engagement model within the new Student Services structure, career development and exploration are now integrated into the students' academic advising sessions. This renewed focus on integration of services will shift how career-related services are delivered to students and what tools and resources are required to facilitate robust career development conversations. The College purchased Career Coach to provide tools for students and staff, including career counseling software, career-related assessments, resume writing tools, interview preparation and sector-based employment linkages. *For more information, contact Matt Davis at (904) 632-5039 or at [matthew.davis@fscj.edu](mailto:matthew.davis@fscj.edu).*

#### Communications and Recruitment Plan

The College's ability to serve the community and our students can only be as strong as its ability to reach those students. Student Services believes that the development of a strong strategic communication plan is vital to recruitment efforts. Through the use of a consultant, Student Services researched and analyzed the service area in order to develop a communications strategy and plan for outreach to prospective and applicant students that best fits our students and campus culture. *For more information, contact Matt Davis at (904) 632-5039 or at [matthew.davis@fscj.edu](mailto:matthew.davis@fscj.edu).*

#### Scholarship Processing

Student Services at FSCJ is fortunate to have the ability to connect students with various resources that they can use to be successful in their academic and career goals. One significant resource is scholarships. Given the nature of financial aid and the nuances contained in awarding aid, it is both good operational design and good human resources management to use technology to assist our staff with processing scholarship awards to our students. Funding through this initiative provided a needs analysis, thorough product review, and purchase and implementation of software that improved processing and tracking of scholarships. *For more information, contact Matt Davis at (904) 632-5039 or at [matthew.davis@fscj.edu](mailto:matthew.davis@fscj.edu).*

## STRATEGIC GOAL 1: PROMOTE ACCESS & EQUITY

### STRATEGY

### DESCRIPTION

#### High Fidelity Simulation Upgrades

Ensuring that our students have the most up-to-date job skills is an integral part of FSCJ's Nursing department. Through this initiative, the department was awarded the funding to purchase Laerdal High Fidelity Simulators so that students can benefit from improved lab training. *For more information, contact Dr. Neal Henning at (904) 713-4548 or at [neal.henning@fscj.edu](mailto:neal.henning@fscj.edu).*

#### Instructional Support for Library and Learning Commons

The LLC's at FSCJ are committed to student success through providing support services and access to resources. Part-time Librarian staffing increased South Campus LLC reference services' evening and weekend hours. During those hours, Librarians assisted students and created and published seven LibGuides that were used more than 1,863 times through January 31, 2016. For the Fall 2015 term, the program was able to hire one Master Student with advanced mathematics training. Between October 2015 - January 1, 2016, the tutor provided more than 290 hours of student tutoring support in advanced math courses during 163 student tutoring sessions. *For more information, contact Tom Messner at (904) 646-2175 or at [tom.messner@fscj.edu](mailto:tom.messner@fscj.edu).*

## STRATEGIC GOAL 2: ENHANCE RIGOROUS & RELEVANT LEARNING OPPORTUNITIES

### STRATEGY

### DESCRIPTION

#### Center for Civic Engagement

FSCJ established the Center for Civic Engagement and hired Dr. Mary L. Rose as the Director of Service Learning and Civic Engagement. The director's goal is to promote and embed service learning and civic engagement into the curriculum and student learning experience Collegewide. *For more information, contact Dr. Mary Rose at (904) 361-6251 or at [mary.rose@fscj.edu](mailto:mary.rose@fscj.edu).*

#### Bachelor Business Programs Assessment and Accreditation

This initiative begins the process of systematically collecting comprehensive data to assess student achievement of program learning outcomes. As we establish baseline data, make adjustments and benchmark with other colleges, the goal is to apply for Accreditation Council for Business Schools and Programs (ACBSP) accreditation for the Bachelor of Applied Science in Supervision and Management (B.A.S.), the Bachelor of Science in Business Administration (B.S.), the Bachelor of Science in Financial Services (B.S.) and the Bachelor of Applied Science in Logistics (B.A.S.). *For more information, contact Annette Barrineau at (904) 381-3724 or at [annette.barrineau@fscj.edu](mailto:annette.barrineau@fscj.edu).*

#### Author's Series Learning Community

The Author's Series promotes an integrated approach for service learning, global awareness and academic engagement. Through the selection of one universal literary text, a year-long learning and service-learning experience is created for more than 1,000 students Collegewide. Faculty can adopt the book in their respective disciplines and use the theme and content in a multi-disciplinary approach such as: a) literature; b) visual art; c) performing arts; d) humanities and communications. The faculty and students involved in the Author's Series spent this academic year bringing attention to issues resulting from the war in Bosnia such as genocide, human rights and refugees. Throughout the year, students participated in refugee simulation workshops, lectures from Lutheran Social Services on refugee awareness and film viewings on current human rights issues here in Jacksonville. In honor of "The Bosnia List," all five campuses at FSCJ will permanently exhibit the United Nations' "Universal Declaration of Human Rights." *For more information, contact Dr. Jeff Hess at (904) 646-2045 or at [jeff.hess@fscj.edu](mailto:jeff.hess@fscj.edu).*

## STRATEGIC GOAL 2: ENHANCE RIGOROUS & RELEVANT LEARNING OPPORTUNITIES

### STRATEGY

### DESCRIPTION

#### Master Classes and Cultural Outreach Opportunities

Master classes are offered to increase student participation in the performing and visual arts classes and promote public outreach related to human rights education. Through February 2016, the initiative has brought artists and 360 students together for 85 contact hours for extended education, talent development and cultural enrichment. For the Fall Term, the guest lecturers and artists gave students an understanding through which they could develop critical thinking patterns to build awareness and establish a talent base. Adjunct faculty member Patrick Nolan presented a lecture on worldwide refugee experiences to tie in with the Author's Series' topic of refugees and the plight of the displaced victims of war. *For more information, contact Beth Harvey at (904) 646-2349 or at [beth.harvey@fscj.edu](mailto:beth.harvey@fscj.edu).*

## STRATEGIC GOAL 3: INCREASE RETENTION & COMPLETION

### STRATEGY

### DESCRIPTION

#### Collegewide Marketing Support

To promote outreach and improve enrollment in specific programs, FSCJ's Marketing and Communications department designed an initiative to provide enhanced marketing to increase web traffic and potential student inquiries, application rates and materials available at campuses/centers. Program marketing campaigns began in early Spring 2016 on a rolling basis for Cecil Center, Associate of Science programs with ACBSP accreditation, Early Childhood Education, Bachelor of Science in Human Services and Networking/IT Security. *For more information, contact Jill Johnson at (904) 632-5016 or at [jill.johnson@fscj.edu](mailto:jill.johnson@fscj.edu).*

#### Academic Support Resources and Services

North Campus increased tutoring services available to students by hiring a science tutor to provide 25 hours per week of student assistance. *For more information, contact Dana White at (904) 766-6601 or at [dana.white@fscj.edu](mailto:dana.white@fscj.edu).*

## STRATEGIC GOAL 4: CONTRIBUTE TO WORKFORCE & ECONOMIC DEVELOPMENT

### STRATEGY

### DESCRIPTION

#### BSN Program Faculty

To align with the healthcare occupation needs of the community and the career goals of students, the Nursing program seeks to increase the capacity of enrollment in the BSN program to 270 students annually. To better serve our students, an additional faculty member was hired in Fall 2015. *For more information, contact Dr. Therese Ditto at (904) 766-6559 or at [tditto@fscj.edu](mailto:tditto@fscj.edu).*

*Note: Cabinet originally approved a supporting initiative designed to revise FSCJ's apprenticeship model. Upon receipt of the Florida Apprenticeship Grant, this initiative was deleted.*

## STRATEGIC GOAL 5: CULTIVATE INSTITUTIONAL EFFICIENCY & EFFECTIVENESS

### STRATEGY

### DESCRIPTION

#### Curriculum Services Staffing Plan

The Office of Curriculum Services plays an important role in helping programs prepare and complete curriculum packages, ensuring FSCJ's academic and non-academic offerings remain relevant to student learning and business/industry needs. In order to maintain a high-level of service to the College community, this supporting initiative provided funding to revise the staffing plan to optimize the office's efficiency and effectiveness. *For more information, contact Kathleen Ciez-Volz at (904) 361-6257 or at [kathleen.ciez.volz@fscj.edu](mailto:kathleen.ciez.volz@fscj.edu).*

## STRATEGIC GOAL 5: CULTIVATE INSTITUTIONAL EFFICIENCY & EFFECTIVENESS

### STRATEGY

### DESCRIPTION

#### Collegewide Energy Conservation Program Manager

The FSCJ Facilities department is always looking for new ways to cut energy costs. By hiring an Energy Manager, the College continued efforts to reduce waste, limit rising energy costs, as well as transform and update the existing building automation systems to deliver continued cost savings. To date, the Energy Management program's implemented plans have eliminated costs of more than \$1.3 million. *For more information, contact Linda DeLeo at (904) 632-3368 or at [linda.deleo@fscj.edu](mailto:linda.deleo@fscj.edu).*

#### Central Technical Services Support

Implementing a new Library Assistant II position, which was filled in January 2016, will improve acquisition processes, provide better quality control and offer a higher quality of service for LLC patrons—all designed to implement better service to students and support to faculty. *For more information, contact Tom Messner at (904) 646-2175 or at [tom.messner@fscj.edu](mailto:tom.messner@fscj.edu).*

#### Unifying Assessment, Evaluation and Review Processes across the College

The goal of this initiative was to unify various assessment and program review processes, aided by the purchase and adoption of a new assessment management system. After several months of review and feedback from various stakeholders across the College, FSCJ entered into an agreement with Taskstream to replace WEAVE. As of April 2016, the AMS Implementation is in progress with trainings planned for academic units and non-academic units through Fall 2016. *For more information, contact Angela Browning at (904) 632-5013 or at [angela.browning@fscj.edu](mailto:angela.browning@fscj.edu)*

#### Emergency Communications Interoperability

FSCJ Campus Security takes providing a safe, secure learning and work environment very seriously. To that end, this supporting initiative provided funding for the acquisition of a digital radio management system that allows interoperability with JSO, fire/rescue and others in times of emergencies. Interoperability will ensure that our students, faculty, staff and visitors are protected in the event of an emergency. *For more information, contact Rear Adm. James Stevenson at (904) 632-3191 or at [james.stevenson@fscj.edu](mailto:james.stevenson@fscj.edu).*