Welcome!
2013-2018 Strategic Initiatives Progress Report

Institutional Effectiveness and Planning Office
November 12, 2013
Dr. Spring held inaugural Listening Forums in Spring 2013

- students
- faculty
- staff
- Foundation board
- CFCC Board of Trustees…
- On North Campus and Wilmington Campus
“Raising the Bar” was the theme...
• **COMMUNICATION**
  Enhance our internal and external communication to promote our visibility, transparency, partnerships and teamwork.

• **CUSTOMER SERVICE**
  Enhance our practices and systems to improve access, retention, completion, and safety.

• **CUTTING-EDGE TECHNOLOGY**
  Enhance the teaching-learning process by making use of cutting-edge technology and services.
The 2013-2018 Strategic Initiatives communicated

- Email
- Campus monitors
- CFCC Current (college’s weekly newsletter)
- Posters
- Flyers
- Bookmarks
- Presentations (like this one 😊)

Over 100 units are developing goals and assessment measures to support the 2013-2018 Strategic Initiatives.
COMMUNICATION

- Organizational adjustments made to enhance college marketing, grant development and internal auditing
- College-wide webpage redesigns underway (Communication, Customer service and Technology)
- Modified the Cape Fear Current to enhance internal communication
- Established brown bag lunch sessions to foster interdepartmental communication
- Sponsorship of networking opportunities to enhance communication at city, county, state and federal levels
- Held first joint meeting of Foundation Board and CFCC Board of Trustees to enhance communication and cooperation
- Featuring members of Board of Trustees in Current (weekly e-newsletter)
COMMUNICATION

- Building relationships and establishing communication lines with agencies like National Science Foundation regarding best practices to increase funding.
- Institutional Effectiveness and Planning formed a Data Task Force to address Communication and Customer Service by defining “official” data to ensure integrity of reporting.
- The Foundation plans to create at least two additional strategic partnerships to increase giving to CFCC student scholarships (communication and customer service).
- The Foundation is developing a speaker’s bureau to improve external communication and relationships to increase student scholarships (communication and customer service).
- Fall 2013 Listening Forums in October and November… 😊
CUSTOMER SERVICE

- Student Services is focusing on Customer Service. All units are identifying objectives to improve Customer Service...meetings are underway
- Student Services made adjustments to improve student registration
- Risk Management Consultant hired to evaluate safety and make recommendations
- Established campus police department and hired Chief of Police
- Purchased Campus Police Station-renovations underway
- Security contract awarded to Allied Barton Security Services
- Business and Industry consultant
CUSTOMER SERVICE

- Continuing Education consultant
- Humanities and Fine Arts Consultant
- Food Services contract to be reviewed
- Landscaping Services contract to be reviewed
- Hired Maintenance and Housekeeping Staff (reduce outsourcing of services to ensure higher quality services)
- Approved Creation of Teaching/Learning Center
- Approved Creation of International Center
- New conference center in Union Station available for events
Raising the Bar!

CUTTING-EDGE TECHNOLOGY

- Technology Consultant with debriefing in October
- Hired new Vice President of Information Technology Services
- Continuing Education Consultant to advise on best use of technology to streamline practices, improve efficiencies and improve customer service
- Institutional Effectiveness and Planning addressing Technology Customer Service and Communication by developing dashboards to make information readily available to the college community
CUTTING-EDGE TECHNOLOGY

- Student Services implementing new technology E-Script to improve customer service with electronic transcripts
- Foundation leveraging technology to increase awareness and exposure with data mining of databases, use of Contact Relationship Management (CRM) system and social media outlets
STUDENT SUGGESTIONS and FEEDBACK

* Require student ID’s for security purposes
* Communicate to students the availability of security escort service. (Done!)
* Provide additional Blackboard training for instructors
* Students do not like paying for low quality Blackboard
* DMA new format is not good for some students that really need it
* Quieter study area on 3rd floor of USB
* Health 101 is too limited--does not meet student newsletter need
* More SGA funding for activities
“Facebook” is getting old, would like student social groups/clubs in something like Google Plus and use week of welcome to encourage students to join clubs.

Establish guidelines for student associations, clubs, etc.

Generate revenue with greener campus—recycling, sustainability, etc.

Kick off a cigarette butt campaign to raise awareness for personal responsibility of campus cleanliness.

Online Orientation, market support services better, require students to visit the tutoring center and other support services as part of orientation.
What students like about CFCC…

* Small student/teacher ratio
* Instructor/advisor schedules posted
* Union Station Building
* New simulator technology
* Student support from CFCC
* Faculty and staff care
* CFCC “changed my thoughts about education. Before I didn’t care and now I want to get an education.”
* “Cape Fear has made it possible for me to get an education.”
We are still listening...

- Cutting-Edge Technology
- Customer Service
- Communication
Tell us what you think will move CFCC forward.

Email your ideas to Kim Lawing Gant at klawing@cfcc.edu.
CFCC
RAISING THE BAR
GOING ABOVE AND BEYOND