BOLDLY ENGAGING...

2015-2020 Strategic Plan

scf.edu SCF
STATE COLLEGE OF FLORIDA MANASOTA KANOKAUS
Welcome

Boldly engaging … words that reflect how we will achieve the dynamic future we envision for the State College of Florida, Manatee-Sarasota in 2020. We will boldly engage our community, students, donors and our faculty and staff to create a future for the next five years and beyond that allows us to grow, adapt and achieve.

Our four strategic priorities allow us to set bold goals that reflect the expected continued rapid growth of our community, the changing educational needs of our students and employers, and position our college at the center of the economic, educational and cultural life of our community.

The seven enabling strategies represent those activities that we must complete to achieve our strategic priorities. Each enabling strategy contributes to multiple priorities and allows us to progressively accomplish our strategic plan and build a better, more impactful SCF.

SCF’s 2015-2020 Strategic Plan is a melding of my vision for the college with the invaluable input from both the community and our own students, faculty and staff. This plan is the result of multiple surveys, focus groups and feedback sessions. We are the Manatee-Sarasota community’s college and I believe this plan will take us into the future together with a shared vision.

I invite you to boldly engage with us as we turn our vision for SCF into reality.

Dr. Carol F. Probstfeld
SCF President
Foreword

State College of Florida, Manatee-Sarasota (SCF) is an accredited, public Florida institution established to provide college training for the residents of Sarasota and Manatee counties. It is the area’s oldest public institution of higher education and will celebrate its 60th anniversary in 2017.

Responding to requests from local civic leaders and educators, the Florida Legislature established SCF as Manatee Junior College in September 1957.

In 1985, the College name was changed from Manatee Junior College to Manatee Community College (MCC) to recognize its growing role in workforce training and community outreach.

That same year, Gov. Bob Graham dedicated a 100-acre campus in South Venice, signaling MCC’s commitment to serve the growing area.

1957  Responding to requests from local civic leaders and educators, the Florida Legislature established SCF as Manatee Junior College in September 1957.

1959  MJC graduated first class of three students.

1963  Full accreditation granted by the Southern Association of Colleges and Schools (SACS).

1973  First MJC classes offered in Venice at Venice High School.


1985  In 1985, the College name was changed from Manatee Junior College to Manatee Community College (MCC) in recognition of its growing role in workforce training and community outreach.

That same year, Gov. Bob Graham dedicated a 100-acre campus in South Venice, signaling MCC’s commitment to serve the growing area.
In 2003 MCC expanded again, opening its third location in fast-growing Lakewood Ranch.

MCC was awarded $2.5 million for endowed chair in nursing at MCC Venice.

The College name changed to State College of Florida, Manatee-Sarasota, to reflect its role in the Florida College System.

The College was approved to award workforce baccalaureate degrees.

The Medical Simulation Technology Center opened at SCF Lakewood Ranch in 2010 with large support from the area’s medical community.

SCF was the first college in the nation to offer a collegiate school on its campus for grades 6-12, which allows students the opportunity to complete their high school diploma and Associate in Arts degree at the same time.

More than 44,000 graduates in 58 years.
SCF Mission Statement
State College of Florida, Manatee-Sarasota, guided by measurable standards of institutional excellence, provides engaging and accessible learning environments that result in student success and community prosperity.

SCF Vision
SCF is the region’s first choice for innovative, responsive, quality education, workforce training and community partnership.

“I have enjoyed the opportunity to give back by making a difference on campus as a student leader...there’s no other college where I would like to be.”
Matthew Ruch
Alumnus and former SGA President at SCF Venice
Ensure that SCF programs are available to students in all geographic locations of our service region.

- Implement a virtual Online Campus to assist students from recruitment to graduation, allowing students to take credit courses at their most convenient time and place to learn.
- Increase physical presence in the rapid growth area east of I-75 and north of the Manatee River.
- Increase flagship programs unique to SCF Venice.
- Centralize high cost/high demand Health Science programs within the two-county service district.

“SCF well prepared the employees to come to work for us. They bring the skills with them and we only have to teach them how we do it and not the technical aptitude, which is really nice.”

David Spire
President and CEO of United Systems
Develop a concierge-style student experience focused on enhancing student recruitment and performance outcomes.

- Increase student enrollment, retention rates and completion rates.
- Increase student job placement/continuing education rates.
- Increase investment in technology solutions and skill development.

“As a not-so-stellar high school student who ended up as a non-traditional college student, being afforded the opportunity to go to my first choice in a transfer school is amazing and is proof of the incredible opportunities SCF is providing people with all the time, and for that I am extremely thankful.”

Michael Moore Jr.
Alumnus and Brain Bowl Fire Team Member
Aggressively engage faculty/program managers/business and community leaders in collaborative curriculum development from start to implementation for programs that are rapidly responsive to workforce needs.

- Increase the number and quality of workforce program offerings to address employer demand and student interest.
- Increase the number of internships for students.
- Implement a program development fund to encourage and reward creative and collaborative curriculum development.
- Increase faculty and staff expertise in data analysis and use, performance management and project planning.

“I had friends who went to large universities right out of high school. When they told me that they were in classrooms taught by graduate assistants, I couldn’t help but believe that I had gotten a better education because I attended small classes taught by an MJC professor.”

Marianne Barnebey
Alumna and former Bradenton City Councilwoman
Establish SCF’s central role in the educational, cultural and workforce development of our service region.

- Increase brand awareness and vision that “you can get anywhere from here.”
- Increase recruitment, training and retention of the highest quality faculty, staff and administrative leaders in our service area.
- Increase public demand for SCF faculty and leadership subject matter expertise.
- Increase the region’s selection of SCF as investment of choice based on demonstrated strong return on investment.

“How can we find more talent in the marketplace? That’s why the programs at SCF are so critical because they are meeting the marketplace right at the heart of the need.”

Mark Huey
President and CEO, Economic Development Corporation of Sarasota County
ENABLING STRATEGIES TO ACHIEVE STRATEGIC PRIORITIES

ENABLING STRATEGY 1
(Supports Strategic Priorities #2, 4)
Complete an organizational structure review to identify changes to improve operational efficiency and effectiveness.

ENABLING STRATEGY 2
(Supports Strategic Priorities #1, 2, 3)
Develop a physical infrastructure vision to include new physical locations, new flagship programs by campus and the optimal location of existing programs.

ENABLING STRATEGY 3
(Supports Strategic Priorities #2, 3, 4)
Improve ability to recruit and retain first-time, first-year students from our service region, and adult and non-traditional students with an emphasis on workforce relevancy.

“I’m a true believer that MCC helped me get where I am today.”
John LaCivita
Alumnus and Vice President and Partner at Willis A. Smith Construction Inc.

SCF STRATEGIC PLAN 2015-2020
Design and implement a comprehensive marketing and communication plan that will create awareness of SCF’s role in the region, advocate our mission, promote our unique strengths and provide a call to action for students and SCF constituents.

ENABLING STRATEGY 5
(Supports Strategic Priorities #2, 3, 4)
Support employees to reach their maximum potential by providing professional development, competitive compensation for performance standards, succession planning and robust technology resources.

ENABLING STRATEGY 6
(Supports Strategic Priorities #2, 3)
Develop strong data-mining and analysis capacity and capabilities, hire and train leaders with data analysis and performance management skill sets, and create a culture of data-driven decision making.

ENABLING STRATEGY 7
(Supports Strategic Priorities #2, 3, 4)
Develop and implement a comprehensive technology master plan to coordinate access and resources focused on enhancing student learning, faculty development, workforce training and business operations.
THE COMMUNITY'S COLLEGE SINCE 1957

47,000 Graduates
$1.4M in scholarships awarded in 2014 to SCF students.

Brain Bowl team ranked #1 in nation
SCF's Brain Bowl team, after claiming first place in the 2016 National Community College Championship, hosted students from Duke and UC Berkeley in the Intercollegiate Tournament.

RANKED #6 "GOLD STANDARD"
State Board of Education ranked SCF sixth in the state, placing it in the top tier of Florida's 28 colleges.

Health Programs' License Exam Passing Rate 100%

Collegiate school's 4th consecutive year as an "A" school

Intercollegiate sports teams

Baccalaureate degree programs

Workforce degrees

Baseball team qualified for state tournament for the 20th consecutive year

40+ Clubs, organizations & special interest groups

SCF students comprised 50% of all-state orchestra musicians

SCF has had over 1,000 athletes go on to play at university or pro level

22:1 Student to faculty ratio

AMONG THE TOP 100 ASSOCIATE DEGREE PRODUCERS IN THE NATION