**Sauk Valley Community College**

**August 24, 2015**

**Agenda Item 3.1.1**

**Topic: Possible Land Donation Update**

**Strategic Direction: Goal 3, Objective 1 – Identify and implement methods to increase revenues**

**Presented By: Dr. David Hellmich**

**Presentation:**

The College has continued to dialogue with the person who is interested in donating land to the College on the 29000 block of Penrose Road. See the attached aerial view of this property.

**Sauk Valley Community College**

**August 24, 2015**

**Agenda Item 3.1.2**

**Topic: Enrollment Update**

**Strategic Direction: Goal 5, Objective 6 – Enhance awareness of the educational opportunities provided by the College**

**Presented By: Dr. David Hellmich**

**Presentation:**

College enrollment has declined by 14.2% in headcount and 12% in credit hours in the fall semester 2015, as compared to fall semester, 2014. Tuition revenue year-to-date is down 7.4%. See the attachments for detailed enrollments at sister community colleges and at SVCC.

These decreases are attributed to a number of factors:

* Dual credit enrollment decreased by 37% compared to last fall. Much of this loss is attributed to Oregon High School who is now working with Highland Community College instead of SVCC. Certainly, SVCC’s higher placement scores have reduced the numbers of high school students that are eligible. Some high schools also had to reduce their dual credit offerings because of lower high school enrollments and some high schools have fewer qualified instructors to teach the college-level courses. Dual credit enrollments are still trickling in.
* The population of Whiteside and Lee County is decreasing; a 3.1% loss has been documented since 2004.
* The high school population is substantially lower today than in 2004. The number of high school seniors attending our seven largest high schools in the district has dropped by 11% since 2004.
* There is a strong correlation between unemployment rate and community college enrollment. As the economy has improved, community college enrollment has dropped around the state. The current unemployment rate for Whiteside and Lee Counties is between 4.5-5.2%, which is half the rate during the great recession when enrollment rates were more robust. Career-technical students have dropped by over 12%.
* Competition for students is fierce. Four-year universities/colleges can offer amenities that SVCC cannot. Additionally, with many universities/colleges offering the opportunities to complete degrees online, it provides an opportunity for students to attain an associate’s or bachelor’s degree without ever leaving their home. The University of Southern New Hampshire offers a great example of an inexpensive ($10,000) bachelor’s degree that can be completed within three years entirely online.

The dramatic loss of Sauk Scholars this semester (-18%) is a sign that competitors have a renewed focus on attracting the best students from our district; record amounts of local scholarship dollars to four year institutions support this contention.

* Comparisons with the other community colleges in Illinois indicate that the dramatic loss of enrollment over the last few years is not isolated to SVCC. While fall semester 2015 data is not yet available, many of SVCC’s peer and near colleges have suffered dramatic enrollment losses this year and last. In fact, many have recorded their lowest enrollments in ten years or more.

SVCC has been hit with a perfect storm of issues that have negatively affected enrollment, most of which are out of the control of the College. Unfortunately, the community colleges in Illinois, including SVCC, may be establishing a new, lower norm enrollment that the College will have to live within for the time being. However, the College has incredible opportunities that it can control that may positively affect enrollment in the future, including expanding online programs, developing creative tuition incentives, and growing connections with local business and industry.

**Sauk Valley Community College**

**August 24, 2015**

**Agenda Item 3.1.3**

**Topic: College Reporting Cycle to Board**

**Strategic Direction: Goal 4, Objective 2 – Maintain and improve communication with key stakeholders**

**Presented By: Dr. David Hellmich**

**Presentation:**

In an effort to develop a cycle of annual reports to the Board, the College has created the attached draft of reports.

**Proposed Board Reporting Schedule**

|  |  |
| --- | --- |
| **Meeting Month** | **Report Title** |
| July | Report to the Community |
| August | Enrollment Report   1. Fall Enrollment Numbers 2. Enrollment Trends at IL Community Colleges 3. Economic Indicators (i.e., unemployment rates) 4. Population and HS Enrollment Data 5. SVCC Enrollment Trends (e.g., part-time vs. full-time, transfer vs. CTE) |
| September |  |
| October | * Annual Audit Report * Clery Report |
| November |  |
| December | * Review and Approval of Mission, Vision, Values, and Strategic Plan * HLC Assurance Report [one-time event] |
| January | Five-Year Financial Projections |
| February | Final Spring Enrollment Numbers |
| March | * Final Dual Credit Update (i.e., enrollment for year) * HLC Accreditation Recommendation [one-time event] |
| April |  |
| May | * Graduate Data (e.g., degrees, certificates) * Commencement Review |
| June | * Final Summer Enrollment Numbers * Assessment Report |

**Sauk Valley Community College**

**August 24, 2015**

**Agenda Item 3.1.4**

**Topic: Strategic Initiatives**

**Vision: Sauk Valley Community College will be recognized as a benchmark institution of higher education that provides exceptional learning opportunities in response to the diverse needs of its students and community.**

**Presented By: Dr. David Hellmich and Dr. Steve Nunez**

**Presentation:**

The College has an established mission and vision, shared ethical values, and strategic goals and objectives. Sauk’s mission, and shared values were developed by a special taskforce in 1999 with the mission having been amended in 2004.

In 2012-2013, the strategic plan was revised using a College standing committee called OPIC (Organizational Planning and Improvement Committee). OPIC is the College’s strategic planning committee and is charged with reviewing, revising, and monitoring progress toward the strategic goals of the College. In 2014, in order to quantitatively measure progress toward the strategic plan, OPIC developed a strategic planning dashboard that is regularly monitored.

The strategic plan, by design, should already provide areas of focus and should provide a good framework for the College to become a benchmark institution (as is stated in the College’s vision). However, in times where fiscal, human, and physical resources are even more limited, additional focus is needed in order to make headway on the main issues the College may face and opportunities the College has. This focus will be provided through the creation of strategic initiatives that College resources will be dedicated to over the next few years.

Using the mission, vision, shared values, strategic plan and the dashboard as a guide, the administration has begun discussing what it sees as the most pressing issues/opportunities the College faces today. Since it is important for all stakeholders to have an opportunity to provide input into the future direction of the College, listening sessions will be held. These sessions will allow College employees, students, and community members to contribute to the creation of the strategic initiatives. Listening sessions are scheduled for:

* Faculty/staff meeting: Friday August 28th from 9:00-10:00am,
* Faculty/staff meeting: Monday Sept. 14th from 12:30-1:30pm,
* Faculty/staff meeting: Monday Sept. 21st from 1:00-2:00pm,
* Faculty/staff/community meeting: Tuesday Sept. 22nd from 4:45pm-5:45pm, and
* Students: Wednesday Sept. 23rd from 12:30-1:30pm.

A survey will also be used as a way to gather the opinions of others; this survey will go live Monday, August 24th.

Once the listening sessions have concluded, the input from these sessions and the survey responses will be discussed at the administrative level and focused into proposed strategic initiatives, which will be brought to the Board in October. With Board approval, the College will work toward these new focused initiatives over the next 1-3 years. Additionally, the revisiting of these initiatives will become part of the annual planning cycle of the College, which will occur in the spring.