Coastal Bend College

2020 VISION

Keeping Student Success In Sight

The heart of the Coastal Bend College Strategic Plan is STUDENT SUCCESS. With this in mind, we have identified focuses that direct us in our work, specifically: the instructional programs and support services we provide for our students, our commitment to the communities in which we function, and our stewardship of public and private resources. We refer to these focuses as our Strategic Directions.

The genesis of our Strategic Plan can be traced back to the college's inception. Bee County College, now Coastal Bend College, began as a passionately driven goal for local citizens and community leaders. And that passion was rooted in the fervent belief that education of the workforce was key to economic development and that everyone desiring a college education should have access to one. From the beginning, the individual student has been at the heart of all we do at CBC. That brings us to where we are today: Keeping Student Success in Sight.

Mission

Coastal Bend College is a comprehensive, public community college serving a diverse South Texas area. It is a student-centered institution committed to the highest integrity and to the development of an educational culture that supports creativity, encourages professional development, and promotes excellence in all areas.

Vision

Coastal Bend College is a leader in providing quality education for life-long learning by dedicating its resources to promoting a learning-centered environment that empowers its students to attain their highest potential and become responsible members of the global community.

Core Values

Learning Innovation Excellence Leadership Diversity Respect
Service Integrity Collaboration Communication

Educational Experience

Goal 1. Coastal Bend College will offer a quality educational experience for all students.

1.1. Monitor the instructional experience to ensure quality.
- 1.1.1. Align course content with external academic and industry standards.
- 1.1.2. Ensure course rigor across all faculty and campus sites.
- 1.1.3. Comply with online education standards as defined by accrediting and regulatory agencies.
- 1.1.4. Adhere to clear exit level standards for Developmental Education programs.
- 1.1.5. Measure the quality of teaching to ensure continuous improvement.

1.2. Enable on-time program completion.
- 1.2.1. Provide course offerings leading to timely program completion.
- 1.2.2. Increase courses offered through alternative delivery modes.
- 1.2.3. Institute an advising plan that promotes program completion.
- 1.2.4. Increase articulation agreements with area universities.

1.3. Continually assess and improve courses and programs.
- 1.3.1. Assess Developmental course content to ensure preparation for college-level coursework.
- 1.3.2. Document and assess competencies of the general education core curriculum.
- 1.3.3. Assess workforce programs through capstone experiences.
- 1.3.4. Link student learning outcomes to departmental and programmatic reviews.

Student Services

Goal 2. Coastal Bend College will provide comprehensive student services to increase overall student success.

2.1. Implement interventions proven to increase success for community college students.
- 2.1.1. Provide academic advising for all students.
- 2.1.2. Review and update institutional policies that address student success.
- 2.1.3. Clearly communicate institutional expectations and access to student services.
- 2.1.4. Refine processes to help students transfer successfully to senior institutions.

2.2. Ensure access to student support services.
- 2.2.1. Use technology to expand access to student support services.
- 2.2.2. Ensure comprehensive student support services are made available to all students.
- 2.2.3. Provide tutoring and support services for students with non-traditional schedules.
- 2.2.4. Provide student support services for students with special needs.

2.3. Promote participation in Student Life activities.
- 2.3.1. Expand and communicate student life activities.
- 2.3.2. Support student participation in clubs and organizations.
- 2.3.3. Offer opportunities for participation in athletics.
- 2.3.4. Expand access to and participation in the Fine and Performing Arts activities.

2.4. Provide a welcoming environment at each campus site.
- 2.4.1 Provide a “one stop” approach to student services at each site.
- 2.4.2. Adopt positive customer service in all student interactions.
- 2.4.3 Cross-train personnel to better assist students.

Community

Goal 3. Coastal Bend College will engage students and staff in support of our communities.

3.1. Capitalize on students as outreach partners to the community.
- 3.1.1. Support student ambassadors to represent the College in the community.
- 3.1.2. Expand and recognize Service Learning opportunities for students.

3.2. Increase employee involvement in community activities.
- 3.2.1. Increase job-related opportunities for civic involvement.
- 3.2.2. Provide professional development for employee representatives.
- 3.2.3. Recognize distinguished participation for employee representatives.

3.3. Continuously improve the image of the College in the communities we serve.
- 3.3.1. Develop targeted marketing campaigns aligned to each campus site.
- 3.3.2. Include campus appearance in long-range planning and master planning.
- 3.3.3. Adopt positive customer service in all community interactions.

3.4. Encourage community participation on campus sites.
- 3.4.1. Communicate with communities in a planned and systematic manner.
- 3.4.2. Encourage community use of campus facilities.
- 3.4.3. Host annual Community Conversations at each campus.

Resources

Goal 4. Coastal Bend College will effectively and efficiently use resources to benefit our students.

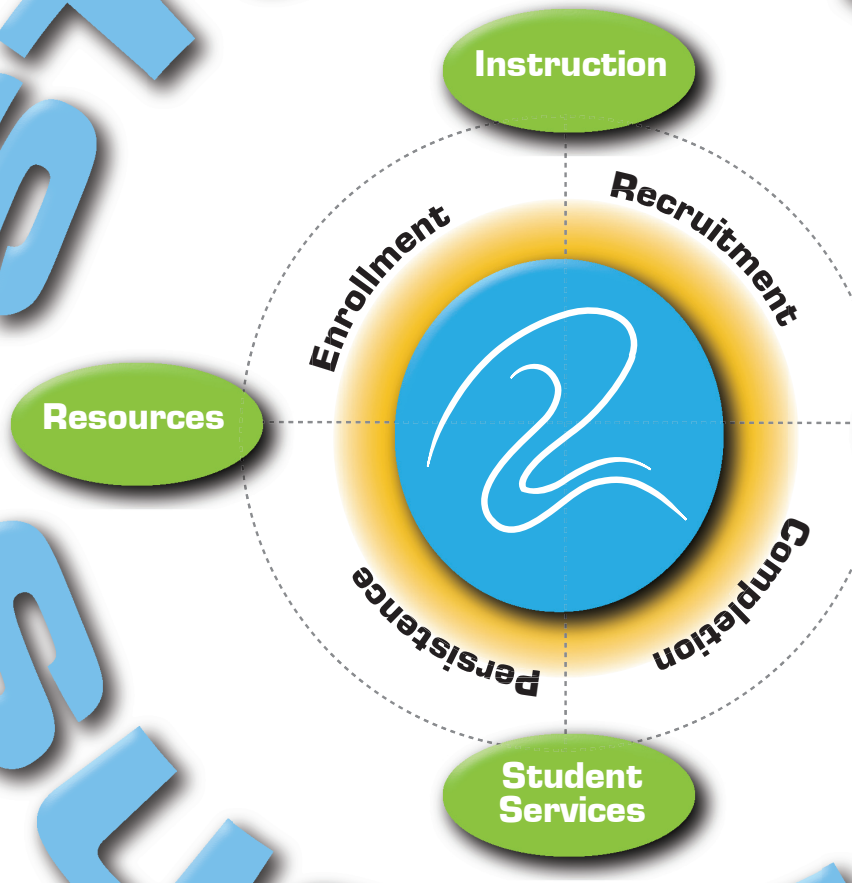
4.1. Attract and retain quality personnel.
- 4.1.1. Provide professional development opportunities for employees
- 4.1.2. Develop a data-driven/need-based personnel plan
- 4.1.3. Provide clear, timely and consistent communication with all employees.

4.2. Utilize technology to enhance performance.
- 4.2.1. Automate functions within the College where possible.
- 4.2.2. Ensure instructional and social media tools are available and accessible.
- 4.2.3. Implement an Acquisition Plan for major technology purchases.
- 4.2.4. Prioritize state-of-the-art program-related technology.
- 4.2.5. Maintain a "forecasting" perspective to remain competitive.

4.3. Ensure Institutional Stability
- 4.3.1. Aggressively pursue additional sources of external funding.
- 4.3.2. Continuously improve internal processes to better manage institutional resources.
- 4.3.3. Plan for systematic Capital Improvements.
- 4.3.4. Implement an Energy Efficiency Plan.
- 4.3.5. Implement institutional facility development and maintenance plans.

Alice Beeville Kingsville Pleasanton

STUDENT SUCCESS



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Coastal Bend College

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