



2018-2019 CHIPOLA COLLEGE MASTER PLAN

The Chipola College Master Plan is a component of CoMPASS, the Chipola Model for Planning, Assessment, and Sustained Success. The Master Plan addresses factors that impact college operations, including previous years' institutional outcomes. The Master Plan: (1) facilitates accomplishing the college mission, (2) supports Florida College System goals, (3) supports the college's Quality Enhancement Plan, (4) addresses related SACSCOC principles of accreditation, and (5) addresses college policies on institutional planning. Strategies and resources to achieve college priority outcomes are identified in annual strategic plans (CoMPASS plans) developed by educational programs, administrative support units, and educational support service units.

Chipola College Mission

Chipola College provides access to quality learning opportunities toward baccalaureate degrees, associate degrees, and certificates and facilitates the economic, social, and cultural development of the college's service area.

Florida College System Goals

1. Expand and maintain access
2. Enhance distance learning
3. Increase college readiness and success
4. Prepare for careers

SACSCOC Core Requirement 7.1

The institution engages in ongoing, comprehensive, and integrated research-based planning and evaluation processes that (a) focus on institutional quality and effectiveness and (b) incorporate a systematic review of institutional goals and outcomes consistent with its mission.

College Policy 1.010

A philosophical goal of the District Board of Trustees is to establish "effective and efficient plans for achieving the long-range goals of the college."

College Policy 1.020

The college president is charged with developing and maintaining "a master plan for the college that includes goals and objectives, sets priorities, and allows for continuous evaluation after implementation."

Quality Enhancement Plan Goal

The goal of the Chipola College QEP is to enable students to make informed decisions regarding career goals and related educational pathways.

2018-2019 Master Plan Goals, Objectives, and Priority Outcomes

Goals	Objectives	Priority Outcomes
Goal 1: Expand and maintain student access*	1.1 Increase awareness of opportunities at Chipola College	1.1.1 Increase in entering students who report exposure to college advertising 1.1.2 Increase in program enrollments 1.1.3 Increase in number of admission applicants
	1.2 Minimize barriers to enrollment and completion	1.2.1 Increase in total enrollment 1.2.2 Increase in student retention rate 1.2.3 Increase in completion rates at 100%, 150%, and 200% of normal time 1.2.4 Student demographics reflect service area demographics 1.2.5 CCSSE benchmark scores on effective educational practices within 10% of top-performing college scores 1.2.6 Increase in admission applicant acceptance rate 1.2.7 Increase in admission applicant enrollment rate 1.2.8 Student satisfaction with admissions process (GSS mean rating of 4.25 or higher)
Goal 2: Enhance distance learning*	2.1 Provide high quality online courses	2.1.1 No significant difference in online and on-campus course evaluation results 2.1.2 Increase in online course enrollment 2.1.3 Student satisfaction with quality of online courses (GSS mean rating of 4.25 or higher)
	2.2 Ensure that academic support services are readily available to distance learning students	2.2.1 Grade distributions in online courses equal or exceed those of on-campus courses 2.2.2 Student satisfaction with access to help services for online courses (GSS mean of 4.25 or higher) 2.2.3 Overall student satisfaction with distance education program (GSS mean rating of 4.25 or higher)
Goal 3: Increase students' college readiness and success*	3.1 Ensure students attain foundational competencies for continued higher education	3.1.1 Increase in student success in gateway courses 3.1.2 Increase in student success in developmental education courses 3.1.3 80% of externally-evaluated student learning artifacts reflect "proficient" or "developing" outcomes leading to college-level general education competencies 3.1.4 Average GPA of Chipola transfers in State University System equals or exceeds that of total Florida College System transfers in State University System 3.1.5 Students report attaining college-level competencies (GSS mean ratings of 4.25 or higher) 3.1.6 Student satisfaction with coursework in general education departments (GSS mean ratings of 4.25 or higher)
	3.2 Provide high quality academic support services	3.2.1 Student satisfaction with ACE services (GSS mean ratings of 4.25 or higher) 3.2.2 Student satisfaction with library services (GSS mean ratings of 4.25 or higher) 3.2.3 Student Support Services (SSS) Program meets performance targets for: persistence rate, good academic standing, graduation rate, and graduation/transfer rate

Goal 4: Prepare students for careers*	4.1 Prepare students to make informed career and education decisions	4.1.1 Increase in students reporting that Chipola helped them develop clearer career goals 4.1.2 Increase in students reporting that Chipola helped them gain information about careers 4.1.3 Increase in student satisfaction with career counseling services 4.1.4 Decrease of 50% in number of students with general education (undecided) majors upon completion of SLS 1401, Career and Life Planning
	4.2 Prepare students for employment and continued learning	4.2.1 Increase in licensure exam pass rate 4.2.2 Job placement rate of program completers above 90% 4.2.3 Job placement and/or continuing education rate of program completers above 95% 4.2.4 Increase in fundable industry certifications earned by students 4.2.5 Students report attaining AS and certificate program-level competencies (GSS mean rating of 4.25 or higher) 4.2.6 Average of completers' entry-level wages exceeds that of service area 4.2.7 Student satisfaction with coursework in School of Business and Technology, School of Health Sciences, School of Education, and Workforce and Economic Development Department (GSS mean ratings of 4.25 or higher)
Goal 5: Provide a high quality dual enrollment program	5.1 Provide off-campus dual enrollment courses that are of the same high quality as on-campus courses	5.1.1 Fall-to-fall retention rate of students with prior dual enrollment credits equals or exceeds that of students with no prior dual enrollment credits 5.1.2 Completion rate of students with prior dual enrollment credits equals or exceeds that of students with no prior dual enrollment credits 5.1.3 Final grades earned by students with prior off-campus dual enrollment credits equal or exceed those of students with no prior off-campus dual enrollment credits in AMH, AML, BSC, ENC ENL, HUM, MAC, MCB, MGF, PSY, STA, WOH courses
	5.2 Ensure that academic support services are readily available to students in off-campus dual enrollment courses	5.2.1 Grade distributions in off-campus dual enrollment courses equal or exceed those of the same courses taught on campus 5.2.2 No significant difference in course evaluation results of on-campus courses and dual enrollment courses based at high schools
Goal 6: Provide a safe and secure campus environment	6.1 Provide an aesthetically pleasing campus environment	6.1.1 Student satisfaction with facilities and grounds (GSS mean rating of 4.25 or higher) 6.1.2 Employee satisfaction with facilities (ES mean rating of 4.25 or higher) 6.1.3 Employee satisfaction with campus grounds (ES mean rating of 4.25 or higher) 6.1.4 Employees report that Chipola is a good place to work (ES mean rating of 4.25 or higher)
	6.2 Provide a safe campus environment	6.2.1 No increase in crime statistics reported in Annual Security Report 6.2.2 Student satisfaction with campus safety and security (GSS mean rating of 4.25 or higher) 6.2.3 Employee satisfaction with campus safety and security (ES mean rating of 4.25 or higher)

Goal 7: Manage resources responsibly	7.1 Ensure appropriate use of resources	7.1.1 No adverse audit results
	7.2 Use resources efficiently	7.2.1 Expenditures within budget 7.2.2 Funds procured through grant process 7.2.3 Tuition and fees lower than Florida College System average
Goal 8: Facilitate regional development	8.1 Support economic development in the region	8.1.1 Career program offerings address regional occupational demand projections 8.1.2 Advisory committee members report Chipola has a positive impact on regional economic development (95% or more on Advisory Committee Member Survey)
	8.2 Support cultural and social development in the region	8.2.1 Increase in attendance at performing arts events 8.2.2 Employees report cultural events enhance quality of life in region (ES mean rating of 4.25 or higher) 8.2.3 Student satisfaction with student activities and events (GSS mean rating of 4.25 or higher)
Goal 9: Remain a leading institution in the Florida College System	9.1 Maximize outcomes on institutional performance measures	9.1.1 Improve aggregate performance in: retention rate, completion rate, entry-level wages, and job placement
	9.2 Provide a high quality overall educational experience	9.2.1 SACSCOC institutional accreditation maintained 9.2.2 Program accreditations maintained 9.2.3 Student satisfaction with quality of teaching (GSS mean rating of 4.25 or higher) 9.2.4 Student satisfaction with educational experience at Chipola (GSS mean rating of 4.25 or higher) 9.2.5 Overall positive rating of administrative leadership by employees (ES mean rating of 4.25 or higher)

*Goals 1 through 4 align with the four goals in *Stepping Up: A Strategic Plan for the Florida College System*

Chipola College does not discriminate against any persons, employees, students, applicants or others affiliated with the college with regard to race, color, religion, ethnicity, national origin, age, veteran's status, disability, gender, genetic information, marital status, pregnancy or any other protected class under applicable federal and state laws, in any college program, activity or employment. Questions or complaints regarding harassment or discrimination, including sexual harassment and sexual violence, should be directed to the College's Equity Officer and Title IX Coordinator: Karan Davis, Associate Vice President of Human Resources, Equity Officer and Title IX Coordinator, 3094 Indian Circle, Marianna, FL 32446, Building A, Room 183A, 850-718-2205, davisk@chipola.edu