

**COAHOMA COMMUNITY COLLEGE  
STRATEGIC PLAN REPORT  
FOR YEAR 2011-2012**

**DR. VIVIAN M. PRESLEY, PRESIDENT**

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OFFICE OF INSTITUTIONAL EFFECTIVENESS*

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COAHOMA COMMUNITY COLLEGE  
MISSION STATEMENT

Coahoma Community College, located in the northwest corner of the rural Mississippi Delta, is an accredited, public, comprehensive, two-year institution of higher learning dedicated to serving Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica counties and beyond. Serving as a catalyst for economic and community development, Coahoma Community College provides accessible, affordable, diverse, and quality educational opportunities and services that foster a nurturing teaching and learning environment, promote intellectual and work readiness skills, support personal and professional growth, and prepare students to enter the job market or transfer to a college or university.

COAHOMA COMMUNITY COLLEGE  
GOALS

1. Provide academic transfer programs that parallel with the first two years of college/university programs.
2. Provide career and technical education programs that prepare students to enter the job market or transfer to a college or university.
3. Meet the needs of area businesses and industries by providing workforce training programs.
4. Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.
5. Utilize emerging instructional technology by providing innovative learning opportunities for students.
6. Address community and economic development needs within the service area by developing and sustaining partnerships with public and private agencies.
7. Initiate new programs or complement existing programs by securing and sustaining federal, state, and local funding.
8. Support cultural enrichment programs and activities.

9. Ensure institutional effectiveness by planning, assessing, and evaluating all activities and programs.



Coahoma Community College assesses its effectiveness in fulfilling its mission by evaluating each of the following mission statement excerpts:

- Mission Excerpt 1: Coahoma Community College is located in the northwest corner of the rural Mississippi Delta.
- Mission Excerpt 2: Coahoma Community College is an accredited, public, comprehensive, two-year institution of higher learning.
- Mission Excerpt 3: Coahoma Community College is dedicated to serving Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica counties and beyond.
- Mission Excerpt 4: Coahoma Community College serves as a catalyst for economic and community development.
- Mission Excerpt 5: Coahoma Community College provides accessible educational opportunities and services.
- Mission Excerpt 6: Coahoma Community College provides affordable educational opportunities and services.
- Mission Excerpt 7: Coahoma Community College provides diverse educational opportunities and services.
- Mission Excerpt 8: Coahoma Community College's educational opportunities and services foster a nurturing teaching and learning environment, promote intellectual and work readiness skills, support personal and professional growth, and prepare students to enter the job market or transfer to a college or university.

The pages that follow provide an evaluation of each mission excerpt.

## Mission Statement Evaluation 2011-2012

### **Mission Excerpt 1: Coahoma Community College is located in the northwest corner of the rural Mississippi Delta.**

Coahoma Community College is located in the northwest corner of the rural Mississippi Delta. The institution, located in Coahoma County, Mississippi, about four miles north of the city of Clarksdale, is easily accessible from four major highways: U.S. 61, U.S. 49, Miss. 6, and Miss. 1. The ninety-nine acre campus lies in an agrarian setting along Clarksdale-Friars Point Road near the Mississippi River, which forms the western boundary of Coahoma County. Bordered on the east by a quiet and picturesque lake, the school site is conducive to wholesome recreation as well as to serious study. The Coahoma Community College District includes Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica Counties.



## Mission Statement Evaluation 2011-2012

### **Mission Excerpt 2: Coahoma Community College is an accredited, public, comprehensive, two-year institution of higher learning.**

Coahoma Community College is an accredited, public, comprehensive, two-year institution of higher learning. Coahoma Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the Associate of Arts degree, the Associate of Applied Science degree, and certificates in career education. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Coahoma Community College.

The Mississippi Code of 1972 established Coahoma Community College as a public, comprehensive, two-year institution of higher learning. As stated in the Mississippi Code of 1972: SEC. 37-29-1. Creation, establishment, maintenance and operation of community and junior colleges authorized; types of instruction to be offered; dual enrollment program; early admission program.

The creation, establishment, maintenance and operation of community and junior colleges is authorized. From and after May 1, 1998, community and junior colleges may admit students if they have earned one (1) unit less than the number of units required for high school graduation established by State Board of Education policy or have earned a General Education Diploma (GED) in courses correlated to those of senior colleges or professional schools. They shall offer education and training preparatory for occupations such as agriculture, industry, business, homemaking and for other occupations on the semi-professional and vocational-technical level. They may offer courses and services to students regardless of their previous educational attainment or further academic plans.

The boards of trustees of the community and junior college districts are authorized to establish a dual enrollment program under which high school students meeting the requirements prescribed herein may enroll at a community or junior college while they are still attending high school and enrolled in high school courses.

In addition to the foregoing, the community and junior colleges shall provide, through courses or other acceptable educational measures, the general education necessary to individuals and groups which will tend to make them capable of living satisfactory lives consistent with the ideals of a democratic society.

Students at Coahoma Community College have the opportunity to enroll either in an associate degree program leading to a baccalaureate degree, an associate of applied science degree, or in a career program leading to employment. In addition, the College provides job training programs, adult basic education classes, and programs leading either to personal growth or updated workplace skills.

## Mission Statement Evaluation 2011-2012

### **Mission Excerpt 3: Coahoma Community College is dedicated to serving Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica counties and beyond.**

Coahoma Community College is dedicated to serving its stakeholders in Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica counties. In addition, the college is also dedicated to serving students beyond the established boundaries.

The Mississippi Code of 1972 established Coahoma Community College's district and boundaries. As stated in the Mississippi Code of 1972: SEC. 37-29-551. Coahoma Community College District; creation; boundaries. There is hereby created the Coahoma Community College District comprised of the territory lying within Coahoma County, Tunica County, Quitman County, Bolivar County and Tallahatchie County, and having boundaries coinciding with the external boundaries thereof. The district shall be, and is hereby constituted, a legal political governmental subdivision and a body corporate.

The College was created to meet the needs of the residents in the rural Mississippi Delta counties of Bolivar, Coahoma, Quitman, Tallahatchie, and Tunica. The College further meets the needs of the residents in these counties by offering day and evening courses in Coahoma County at the main campus, the Allied Health Training Center, and the Coahoma County Higher Educational Center.

To further meet the needs of the residents of the Mississippi Delta, Coahoma Community College also offers evening classes at the following seven high school sites in its five-county area:

- Charleston High School, Tallahatchie County
- John F. Kennedy High School, Bolivar County
- Quitman County Vocational Center, Quitman County
- Rosa Fort High School, Tunica County
- Rosedale High School, Bolivar County
- Shaw High School, Bolivar County
- West Tallahatchie High School, Tallahatchie County

The institution also provides online courses and weekend classes for students. The Workforce Development Center creates customized training for business and industry in the college's five-county district.

For additional evaluation of this mission excerpt, see the assessment results for the objectives contained in the Strategic Plan of Action Report.

## Mission Statement Evaluation 2011-2012

### **Mission Excerpt 4: Coahoma Community College serves as a catalyst for economic and community development.**

Coahoma Community College serves as a catalyst for economic and community development. 3,006 students enrolled at Coahoma Community College in fall 2011. Of these students, almost 97%, were Mississippi residents. A large majority of these students remain in Mississippi upon earning degrees and skills from Coahoma Community College. Research indicates that students who earn college degrees and specialized college training earn more, compared to individuals with only a high school education.

The institution has responded to the needs of the Mississippi Delta by offering the following degrees and certificates in critical job shortage areas: Associate Degree Nursing, Practical Nursing, Polysomnography, Respiratory Therapy, Certified Nursing Assistants, Phlebotomy, and parallel teaching programs, to name a few. This boost in income has a direct impact on Mississippi's economic development.

Coahoma Community College also serves as a catalyst for community development. The institution is a sponsor of the Tennessee Williams Festival, the Sunflower River Blues and Gospel Festival, and many other community events. College personnel serve the community through leadership positions on local, state, and regional boards and committees. College personnel and students are well represented in civic organizations and as volunteers for community activities.

For additional evaluation of this mission excerpt, see the assessment results for the objectives contained in the Strategic Plan of Action Report.

### **Mission Excerpt 5: Coahoma Community College provides accessible educational opportunities and services.**

Coahoma Community College provides accessible educational opportunities and services to its students. The institution offers courses during the evenings at seven sites in Coahoma, Bolivar, Quitman, Tallahatchie, and Tunica counties. The institution also provides online courses and weekend classes for students. In addition, the Workforce Development Center works directly with business and industry to create customized training to meet the workforce needs of the college's five-county district.

For additional evaluation of this mission excerpt, see the assessment results for the objectives contained in the Strategic Plan of Action Report.

## Mission Statement Evaluation 2011-2012

### **Mission Excerpt 6: Coahoma Community College provides affordable educational opportunities and services.**

Coahoma Community College provides affordable educational opportunities and services for its students. The institution's yearly tuition for 2011-12 is \$2,100.00. See table below for a detailed schedule of student expenses for Coahoma Community College.

#### 2011-2012 SCHEDULE OF STUDENT EXPENSES

##### **DAY STUDENTS**

<i>Tuition (per semester)</i>	<i>\$1,050.00</i>
<i>Publication Fee (once per year)</i>	<i>\$60.00</i>
<i>Technology Fee (per semester)</i>	<i>\$40.00</i>
<i>Lab Fee (Science Majors)</i>	<i>\$25.00</i>
<i>Fees for Students Enrolled in Science Courses</i>	<i>\$8.00</i>

##### **DORMITORY AND MEALS**

<i>Room &amp; Board Fee (per semester)</i>	<i>\$1,960.00</i>
<i>Room/Key Deposit</i>	<i>\$100.00</i>

##### **OTHER FEES**

<i>Out-Of-State Fee (per semester)</i>	<i>\$1,550.00</i>
<i>International Student Fee (per semester)</i>	<i>\$1,550.00</i>

##### **EVENING STUDENTS**

<i>Tuition (per semester hour)</i>	<i>\$115.00</i>
<i>Evening Registration Fee</i>	<i>\$25.00</i>
<i>Off-Campus Fee</i>	<i>\$35.00</i>
<i>Publication Fee (full-time students only/once per year)</i>	<i>\$60.00</i>
<i>Technology Fee (per semester for full-time and online students)</i>	<i>\$40.00</i>

##### **SUMMER SCHOOL FEES**

<i>Tuition (per semester hour)</i>	<i>\$115.00</i>
<i>Registration Fee (per summer term)</i>	<i>\$25.00</i>

## Mission Statement Evaluation 2011-2012

**Mission Excerpt 7: Coahoma Community College provides diverse educational opportunities and services.**

Coahoma Community College provides diverse educational opportunities and services. Students are able to choose to complete Associate of Arts degrees, associate of Applied Science degrees, and career certificates. ABE/GED programs are offered for students who are seeking to update their skills. Students are also able to enroll in short-term classes to receive job training skills.

For additional evaluation of this mission excerpt, see the assessment results for the objectives contained in the Strategic Plan of Action Report.

**Mission Excerpt 8: Coahoma Community College's educational opportunities and services foster a nurturing teaching and learning environment, promote intellectual and work readiness skills, support personal and professional growth, and prepare students to enter the job market or transfer to a college or university.**

Coahoma Community College's educational opportunities and services foster a nurturing teaching and learning environment. The institution provides mentoring, counseling, tutoring, career and placement services for students. Student advisors provide one-on-one counseling for students. The purpose of advising is to assist students in selecting programs of study, to recommend/select appropriate classes, and to evaluate students' progress toward achieving their goals. Students are able to participate in numerous extracurricular activities including a variety of clubs and organizations, band, choir, and sports.

Coahoma Community College's educational opportunities and services promote intellectual and work readiness skills, support personal and professional growth, and prepare students to enter the job market or transfer to a college or university. Opportunities for student services are readily available to all of Coahoma Community College's main campus, off-campus, and online students.

Coahoma Community College's faculty members are qualified to teach the classes for which they have been assigned. The institution has a credentialing system to verify that instructors are equipped with the necessary skills to be effective in the classroom. Moreover, instructors are required to sharpen their skills each year by participating in technology and other professional development training sessions. Professional development is documented through the institution's online credentialing system.


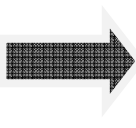
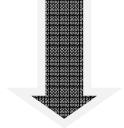
For additional evaluation of this mission excerpt, see the assessment results for the objectives contained in the Strategic Plan of Action Report.

**STRATEGIC PLAN EVALUATION DEFINED**

Coahoma Community College evaluates its effectiveness in meeting the goals and objectives of its Strategic Plan through success indicators.


These success indicators serve the institution as both planning as well as evaluation and accountability tools. The identification and annual review of the indicators gives a direction and focus for the overall planning process and ensures that the college will annually measure and evaluate its performance and effectiveness with a “standard” and consistent set of indicators.

Coahoma Community College uses the following symbols to indicate the progress of achieving its defined objectives:

	Accomplishment of the Objective Is Complete.
	Accomplishment of the Objective Is Partially Complete; the Accomplishment of the Objective Continues as a Work in Progress.
	Accomplishment of the Objective Is Incomplete; No Progress Toward Its Accomplishment Has Been Made.


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 1: Provide academic transfer programs that parallel with the first two years of college/university programs.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
1.1 Align Coahoma Community College's academic programs of study with Mississippi Institutions of Higher Learning.	Academic Division	07/01/11	06/30/12	100% of programs will be parallel to college and university programs; 100% of courses will align with Articulation Agreement and Uniform Course Numbering System	\$ 0	The Curriculum Committee met to review, discuss, and approve the academic programs of study with the State Articulation Agreement and Course Uniform Numbering System. As a result, 100% of the academic programs are currently aligned.	 <p>The Mississippi Chief Academic Officers Association continued to coordinate a state alignment of course descriptions for courses at all 15 community colleges. The Association continued to ensure the Articulation Agreement and Course Uniform Numbering System were current and accurate.</p>

**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**


July 1, 2011 – June 30, 2012

<b>Institutional Goal 1: Provide academic transfer programs that parallel with the first two years of college/university programs.</b>							
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1.2 Adequately prepare students to transfer to a college or university.	Office of Institutional Effectiveness	07/01/11	06/30/12	<p>1.Transfer GPA Rate will exceed the native IHL student of a 2.79 GPA</p> <p>2.# of CCC graduates who enter a Mississippi Institution of Higher Learning will exceed 450 students</p>	\$1,000.00	<p>1.Transfer GPA for 2011 was 3.05.</p> <p>2. In 2011, 558 Coahoma Community College students were enrolled in a Mississippi Institution of Higher Learning.</p>	 <p>This information has been used in order to strengthen the academic core and developmental course offerings through the following steps:</p> <p>The transfer information was shared with the academic faculty members. Instructional rigor was stressed to all academic faculty members. In an effort to address this issue, the Academic Division faculty completed the following:</p> <p>1. All course syllabi were revised.  2. Enhanced the instructional program by</p>

							<p>purchasing additional equipment and technology for classroom instruction</p> <p>3. All programs of study were reviewed to ensure each program aligned with the 2011-2012 Articulation Agreement between the State Board of Community and Junior Colleges and the Institutes of Higher Learning</p> <p>4. Satisfactory Academic Progress Policy was revised to track the academic performance of students.</p> <p>5. A full-time instructor was hired to teach Developmental English</p> <p>6. A full-time instruction was assigned to focus on Developmental Reading courses.</p>
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**Coahoma Community College  
2011-2012 Strategic Plan of Action**


July 1, 2011 – June 30, 2012



<b>Institutional Goal 1: Provide academic transfer programs that parallel with the first two years of college/university programs.</b>							
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1.3 Maintain a qualified academic faculty.	Academic Division	07/01/11	06/30/12	<p>100% of full-time faculty will meet or exceed the institution's credentialing guidelines; documentation of credentialing</p> <p>100% of online instructors and part-time faculty at the off-campus sites will meet or exceed the institution's credentialing guidelines; documentation of credentialing</p>	\$2,000.00 to advertise new positions	100% of the faculty met or exceeded the minimum teaching requirement	 <p>Instructors met or exceeded minimum teaching requirements for transfer classes and non-transferable classes.</p> <p>Coahoma Community College will continue to hire qualified instructors who meet minimum teaching requirements.</p>

**Coahoma Community College  
2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012


<b>Institutional Goal 2: Provide career and technical education programs that prepare students to enter the job market or transfer to a college or university.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
2.1 Provide career and technical and health science programs that prepare students to enter the job market upon completion of a training program and to transfer to a college or university.	Career-Technical Division and Health Sciences	07/01/11	06/30/12	78% of career-technical completers on the main campus and at the off-campus sites will be positively placed in the workforce and/or continue their education	\$ 5,000+ Grants, State Board of Community and Junior Colleges, other student sources	91% of Career Technical graduates were positively placed.	 <p>Objective Benchmark was met. Seventy-nine percent of Career-Technical graduates were positively placed in employment with 12% returning to school to further their education or prepare for a new trade.</p>

2.2	Provide career/technical and health science programs that prepare students to enter the job market upon completion of a training program	Career-Technical Division and Health Sciences	07/01/11	06/30/12	Increase the institution's career and technical and health science program offerings.	\$ 89,150	Benchmark was met.	 <p>CCC researched local, state, and national job market statistics to study the feasibility of adding high-demand, economical career/technical programs to its program offerings. After reviewing research findings, the institution decided that adding Paramedic-EMT associate degree and certificate programs to Health Sciences would fulfill its mission and meet the needs of its students and the community. During the upcoming months and year, the institution will take the following steps to add this program:</p> <ol style="list-style-type: none"> <li>1. Gather labor market and student needs data</li> <li>2. Gather input and garner support from health care partners by scheduling advisory meetings</li> <li>3. See approval from the institution's Substantive Change Comm and Faculty Curriculum Comm to add this program</li> <li>4. Notify the Commission about this possible substantive change</li> <li>5. Seek approval from the MS Comm College Board to add the program</li> </ol>
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2.3 Provide health science programs that prepare students to obtain state and national certifications/ licensures upon completion of a training program	Health Sciences	07/01/11	06/30/12	<p>1. Upon completion of the Nursing Assistant Program, at least 75% of the students will pass the National Nurse Aide Assessment Program (NNAAP) Written Examination</p> <p>2. Upon completion of the Practical Nursing Program, students will score 70% or more on the first writes in a calendar year (January – December) on the NCLEX-PN®</p>	\$ 2,000 Grants, State Board of Community and Junior Colleges, other student sources	<p>1. Nursing Assistant NNAAP Pass Rate=78%</p> <p>2. Practical Nursing Pass Rates= Class #1= 57.92% Class #2 = 66.67</p>	 <p>Benchmark was not met. Objective continues as a work in progress.</p> <p>The institution's Vice-President for Health Sciences and instructors have implemented remedial action plans to increase the percentage of completers who pass the NCLEX-PN. This action plan is available at the Allied Health Training building and in the Office of the Practical Nursing Director and the Office of the VP for Health Sciences.</p>
2.4 Maintain qualified career/technical faculty through continuous professional development in trade-specific educational opportunities.	Career-Technical Division	07/01/11	06/30/12	100% of full-time faculty and part-time faculty teaching courses online or at the off-campus sites will meet or exceed the institution's credentialing guidelines	\$2,000.00 to advertise new positions	100% of the faculty meet or exceed minimum teaching requirement.	 <p>Coahoma Community College will continue to hire qualified instructors that meet minimum teaching requirements.</p>


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 3: Meet the needs of area businesses and industries by providing workforce training programs.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
3.1 Provide ABE/GED programs through the Workforce Development Center that will assist adults in gaining valuable skills to become productive, self-sufficient, contributing members of society.	Workforce Development Center	07/01/11	06/30/12	<p>Number of students receiving services will increase by 3%</p> <p>Number of students receiving GED will increase by 3%</p>	\$ 3,000.00+ Grants, State Board of Community and Junior Colleges, other sources	<p>Enrollment for 2011-2012: 546</p> <p>Enrollment for 2010-2011: 545</p> <p>0.2% increase</p> <p>Students that obtained GED in 2010-2011: 207</p> <p>2011-2012: 163</p> <p>21% decrease</p>	<p style="text-align: center;"></p> <p>Benchmark was not met. Objective continues as a work in progress.</p> <p>We will continue to incorporate explicit instructions according to students' individualized assessments to further increase educational gains as well as GED completion.</p>


**Coahoma Community College  
2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 3: Meet the needs of area businesses and industries by providing workforce training programs.</b>							
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3.2 Prepare training participants for the workforce.	Workforce Development Center	07/01/11	06/30/12	The number of contact hours will increase by 20%	\$ 1,000.00 State Board of Community and Junior Colleges	FY 09-10 296,836 hrs. FY 10-11 362,645 hrs. 22% increase.  FY 11-12 238,616	 Per request of B/I, several training modules were revised and extended for quality and content.


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 3: Meet the needs of area businesses and industries by providing workforce training programs.</b>							
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3.3 Increase partnerships with business and industry.	Workforce Development Center	07/01/11	06/30/12	Number of B/I partnerships will increase by 20%	\$ 1,000.00 State Board of Community and Junior Colleges	Number of training project partnerships increased from 30 to 37; a 23% gain. .	 Benchmark was met.


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.1 Expand mentoring, peer counseling, peer tutoring, and evening initiatives in order to reach a broader range of students.	Student Affairs	07/01/11	06/30/12	The Career Services and Placement Center will provide at least <u>14</u> career/placement workshops and seminars	\$3,000	16	 Benchmarks were met.
				At least <u>150</u> of students will attend the career workshops and seminars		1,130	Students are more knowledgeable of the Career Center, as well as, their options.
				Number of students utilizing the Career Center will be <u>200</u>		850	Evaluations indicated that students also stated that they had better direction of where they wanted their career to go, as well as their options.
				Number of students receiving career counseling will be <u>75</u>		154	Last semester of student two year plan is devoted to job readiness. Evaluations and feedback also determined that knowledge of career options, pathways and communication skills increase to record levels due to collaborations with the career technical division of campus and the community.


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
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4.2 Increase the number of students applying for financial aid electronically before the priority deadline, in an effort to increase the efficiency of the registration process (March 1 <sup>st</sup> ).	Financial Aid	07/01/11	06/30/12	Of the students who apply for financial aid, 50% will apply for financial aid on or before the priority deadline.	\$3,000	10 percent applied for financial aid within the priority deadline.  2961 students enrolled for Fall 11. 296 students applied within the priority deadline.	 <p>The instructional divisions have made adjustments to their curriculum in an effort to mandate that all students complete the Financial Aid Process by the priority deadline. The Financial Aid Office will give the instructional areas sufficient documentation that the students have completed the process. The Department of Housing and Residence Life has mandated that all residence hall occupants complete the financial aid process by the priority deadline before being assigned to a room for the oncoming academic year. The Financial Aid Office will continue to use the internet, flyers, and banners to market the benefits of applying early for financial assistance for a seamless registration process.</p>

**Coahoma Community College**  
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July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.3 Provide a stronger student-centered foundation of health, wellness, and nutritional initiatives.	Student Affairs, Health, Wellness, and Nutrition Areas	07/01/11	06/30/12	<p>Student Affairs will market <u>10</u> strategies to enhance physical fitness awareness.</p> <p><u>220</u> students will participate in health fairs and seminars.</p> <p><u>450</u> students will utilize the Wellness Center.</p> <p><u>40</u> females and <u>180</u> males will participate in intramural sports.</p> <p><u>180</u> students will be served in the college cafeteria.</p> <p><u>70%</u> of students and employees who participate in the satisfaction surveys will rate their level of satisfaction with the cafeteria food and services as “satisfactory” or higher.</p>	\$ 7,000.00 General funds, Title IV	<p>6 60%</p> <p>186 84.54%</p> <p>427 94.88%</p> <p>22 Females 55%</p> <p>118 Males 65.55%</p> <p>276 100% students</p>	 <p>Coahoma Community College's Student Affairs Division marketed strategies to enhance physical fitness among enrolled students. Students participated in health seminars, intramural sports, and visited the Health and Wellness Centers, and the College-Cafeteria to enhance their quality of life. The aforementioned results were used to improve Student Health, Wellness, and Nutrition services. Improvements that were made:</p>


				2011-2012 Graduating Senior Exit Survey Results  2011-2012 Student Opinion Survey Results  2011-2012 Campus Climate Employee Survey Results (Cafeteria Services) *Customer Service*  *Food Quality*  *Cleanliness*  *Menu Selection*		192 of 363 52.90% respondents  56 of 377 35.9% respondents  63 of 108 57.8% respondents  44 of 109 40.3% respondents  52 of 109 47.7% respondents  39 of 109 35.8% respondents	- Marketed Student Health, Wellness, and Nutrition services more through Campus website - More health initiatives were added to program - Complete restructuring of Intramural sports as related to starting seasons earlier and starting games earlier to provide more games. - Collaborated with campus housing to reach more students - Marketed Intramural Sports Programs to be more inclusive of females. - Increased friendlier customer service attitude in college cafeteria and grill. - Provided a more appealing atmosphere in college cafeteria and grill through theme weeks.
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**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.4 Provide quality residence life and safety services.	Student Affairs, Housing, Department of Safety	07/01/11	06/30/12	<p>At least <u>3</u> student-centered campus seminars on safety and maintenance of housing facilities will be held with at least <u>149</u> students participating.</p> <p>The number of student infractions occurring campus wide will decrease by 10%. (Compared to 2010-2011)</p>	\$70,000	<p>There were 8 student centered campus seminars on safety and maintenance of housing with 955 students participating.</p> <p>2010-2011 74 infractions 2011-2012 32 infractions A decrease of 43.24%</p>	 <p>Benchmark was met.</p> <p>Officer visibility, better equipment, and an increase in officer moral, have helped to decrease the number of student infractions occurring on the campus of Coahoma Community College. We need to continue to make necessary improvements to the police department on a regular basic.</p>


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**  
 July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.5 Provide extracurricular activities for the student body.	Student Affairs	07/01/11	06/30/12	<p>At least <u>5</u> social and cultural enrichment activities will be held during the year with at least <u>262</u> students participating;</p> <p>At least <u>6</u> Student Government Association members will attend a student leadership institute</p> <p>At least <u>20</u> evening activities will be held during the year with at least <u>300</u> students participating;</p> <p><u>60%</u> of students who participate in the satisfaction surveys will rate their level of satisfaction with the recreation, social gatherings, cultural events, and entertainment as “satisfactory” or higher.</p>	\$ 3,000.00 General funds, Title III	<p>3 60% 185 70.61%</p> <p>3 50%</p> <p>15 75%</p>	 <p>The Student Affairs Office provided meaningful Cultural Enrichment Activities that maintained satisfaction among students at Coahoma Community College. The aforementioned results were used to improve Social and Cultural Enrichment Activities. Improvements that</p>


				<p>2011-2012 Student Opinion Survey Results</p> <p>2011-2012 Graduating Senior Exit Survey Results</p> <p><u>60%</u> of students who participate in the satisfaction surveys will rate their level of satisfaction with the college-sponsored student programs as “satisfactory” or higher.</p> <p>2011-2012 Graduating Senior Exit Survey Results</p>		<p>125 of 377 33.1% respondents</p> <p>276 of 363 76.03% respondents</p> <p>276 of 363 76.03% respondents</p>	<p>were made:</p> <ul style="list-style-type: none"> <li>- Provided more attractive activities for student body.</li> <li>- Marketed activities more through Campus Web</li> <li>- Collaborated with clubs and organizations to promote events</li> <li>- Promoted events more among off-campus student population.</li> <li>- Added more activities to the schedule to be more inclusive of off-campus students.</li> </ul>
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**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.6 Provide adequate physical resources to support the mission of the institution	Special Projects Coordinator	07/01/11	06/30/12	The institution will fulfill objectives from the Facilities Master Plan	2 million+	Plans were fulfilled	 <p>Objective was met  <u>2011-15 Capital Improvement Projects/Repair/Renovation Projects include the following:</u> Capital Improvements-Energy Conservation/Infrastructure Up-grade; Zee A. Barron Student ; B.F. McLaurin Vocational-Technical Building; Dickerson-Johnson Library; Workforce Development Center expansion; Music/Theater Building. Renovations-Christine J. Curry Hall; Mary G. Whiteside Hall (Phase III); Lee Flowers Vocational-Technical Building; Building “B” Vocational-Technical Building</p>


**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**  
 July 1, 2011 – June 30, 2012

<b>Institutional Goal 4: Empower students with the necessary tools to maximize their potential by providing a network of support services and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
4.7 Ensure that users have access to regular and timely instruction in the use of the library and other learning and information resources	Director of Library Services	07/01/11	06/30/12	The Dickerson-Johnson Library and Learning Resources Center will conduct at least 5 library orientations for students/faculty during the year.	\$500.00	Fifty orientation classes were conducted which included 667 students.	 <p>The objective was met. Survey results showed that 92% of students and faculty were satisfied with library orientation.</p> <p>Five fewer classes were conducted because of the reassignment of a faculty member to another subject. A total of 102 fewer students received library orientation. The director will continue to attempt to meet with the Vice President of Academic Affairs to implement the Information Literacy Program as mandated</p>

							<p>by the HBCU Library Alliance Leadership Institute.</p> <p>The librarian emphasized how to cite sources using various bibliographic styles.</p> <p>Orientation for the allied health students focused only on the allied health resources available.</p>
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**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**


July 1, 2011 – June 30, 2012

<b>Institutional Goal 5: Utilize emerging instructional technology by providing innovative learning opportunities for students.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
5.1 Require instructional staff to demonstrate the use of technology in classroom instruction.	Academic, Career-Technical, and Health Sciences	07/01/11	06/30/12	90% of the faculty will participate in a minimum of one professional development workshop per semester and/or utilize emerging instructional technology	\$ .00	95%	 <p>Benchmark was met. Professional Development was offered to faculty and staff through a Divisional Retreat at the Terrace Hotel Resort. Topics were Classroom Management, Conflict Resolution. The entire staff attended Career-Technical Summer Conference at Hinds Community College. A sample of technology purchased to enhance teaching and learning in 2011-2012 include: iPads, Mac Book Pros, Prometheans, and graphing calculators</p>

**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

**Institutional Goal 6: Address community and economic development needs within the service area by developing and sustaining partnerships with public and private agencies**

<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
6.1 Present a positive image of students, faculty, staff, and programs through media, documents, brochures, and sponsorships	Public Relations	07/01/11	06/30/12	Goal : a 5 percent increase in the number and quality of media coverage and clearinghouse publications documented by hard copies in the clipping file and a 5 percent increase in the number of CCC personnel participating and visible in community activities.	\$ 20,000 .00 General funds	The goal of a 5 percent increase in print media coverage was met and surpassed with a 12 percent increase.	 Benchmarks were met. See following page for details.
6.2 Provide intellectual and cultural events on campus and in the community	Public Relations			Hard copies of media coverage - articles and photographs - are preserved and displayed in binders maintained in the Public Relations office			

## **Coahoma Community College 2011-2012 Strategic Plan of Action**

July 1, 2011 – June 30, 2012

### **Institutional Goal 6: Address community and economic development needs within the service area by developing and sustaining partnerships with public and private agencies.**

Despite the reduction of the CCC's hometown newspaper, The Clarksdale Press Register from a daily newspaper to twice weekly, positive press coverage has showcased CCC events, personnel has continued locally and also in Cleveland's daily Bolivar Commercial; and three weekly papers: the Tunica Times, Quitman County Democrat, and The Sun Sentinel of Tallahatchie County. We also receive coverage in the Daily World of Helena, Ark., the Delta Democrat Times of Greenville, and occasionally in Jackson's Clarion Ledger. Last year our media clipping file contained hard copies of 251 articles and photographs (117 articles and 134 photographs;). This year the coverage has increased to 282 articles and photos: (119 articles and 163 photographs: an increase of 12 percent with 2 weeks of coverage remaining in the last month.

Media Coverage of CCC events July 1, 2011 to June 30, 2012

#### **JULY 2011**

7/20/12 – "Coahoma accreditation reaffirmed by SACS," Bolivar Commercial with 3 –col color photo; 7/29/2012 – "CCC accreditation reaffirmed by Southern Association of Colleges," 2 col-color photo, Clarksdale Press Register; 7/11 – 3 col color photo, "Gather for orientation," The Sun Sentinel; 7/16/2011 2 col color photo, "McGlowm honored for CCC service; 7/13/2011, Article and two 4 col color photos, "300 pack CCC Freshman Orientation," Clarksdale Press Register; 7/14/2011 color photo, "CCC holds summer orientation," Cleveland, Bolivar Commercial; 7/1/2011 Article and color photo, "Howard berates negative media, celebrates success" Press Register; 7/19/2011, 5-col article and color photo, "More than 300 cheer practical nursing grads," Cleveland Bolivar Commercial; 7/2011 5-col spread and color photo, "Over 300 at CCC cheer practical nursing graduates," Quitman County Democrat; " 7/8/2011 6-col spread and mug shot, "CCC football coaches keeping tabs on athletes from afar," Press Register; 7/22/2011 spread with photo, "More than 300 cheer CCC practical nursing graduates," Tunica Times; 7/20/2011 5-col spread, color photo and article, "More than 300 cheer CCC practical nursing grads," Press Register

#### **AUGUST 2011**

8/7/2011 – 3 col spread with photo,"CCC's Polysomnography Program earns historic national accreditation," Cleveland's Bolivar Commercial; 8/5/2011, 3 col-spread and photo, "CCC earns national accreditation," Tunica Times; 8/19/2011, 3 col spread with 2 photos, "Lady Tigers show they care," Press Register; 8/19/2011, 6-col spread with color photos, "CCC preparing quickly with little time to waste," Press Register; 8/10/2011, 6-col spread, "CCC men's basketball with 1j0 freshmen," with color photo, Press Register; 8/4/2011, 3-col spread, "CCC Polysomnography Program earns historic national accreditation," Quitman County Democrat; 8/10/2011, 2-col spread with color photo, "Record 3,000-plus students expected to enroll at CCC," Press Register; 8/12/2011, 6-col spread with color photo, "CCC women with athletes at all positions," Press Register; 8/19/2011 Article, "CCC's Horton promises 'exciting, good football,' " Tunica Times; 8/10/2011, 3 col photo, "Juco Weekly luncheon," Cleveland's Bolivar Commercial; 8/18/2011, 6-col spread with photo, "Coahoma CC hoping for big things in 2011," Cleveland's Bolivar Commercial; 8/12/2011, 4-col spread, "Coahoma Tigers football in sharp focus," with photo, Tunica Times; 8/30/2011, 3-col spread with color mug shot, "Strong named Coahoma Baseball Coach," Cleveland Bolivar Commercial; 8/31/2011, 6-col spread with color photo, "Strong named CCC baseball coach," Press Register; 8/14/2011, 5-col spread with color photo, "Record enrollment, streamlined registration forecast at CCC," Quitman County Democrat.

#### **SEPTEMBER 2011**

9/8/2011 – 5-col photo, "CCC welcomes students," Quitman County Democrat; 9/7/2012, oversize color photo of watermelon cutting for new students, Cleveland's Bolivar Commercial;" 9/7/2011, 6-col spread with color photo, "Second half mistakes lead to CCC loss," Press Register; 9/4/2011, article, "CCC falls to 0-2 after loss to Jones," 9/22/2012 3 col color photo and article, "CCC singers performed at Kennedy Center," Quitman County Democrat; 9/23/2011, Page 1, 5-col spread with color graphic and b & photo "Tennessee Williams Festival promises mix of entertainment;" 9/27/2011 5-col article, "Golfers earn scholarships for CCC students, Cleveland Bolivar Commercial;" 9/28/2011 article and color photo, "Tunica tournament benefits CCC health science students, Press Register" 9/21/2011 – 6-col spread with color photo, " Former CCC defensive end Tucker named player of week," Press Register; 9/14/2011, 3 col color photo, "CCC carpentry class adds new roof to restroom," Press Register; 9/14/2011 – 6 col spread with article and two color photos, "Bobby Rush, Latimore to headline CCC homecoming," Press Register; 9/18/2011, article, "Holmes edges Coahoma," Cleveland Bolivar Commercial; 9/28/2011, 6 col spread with color photo, "CCC comeback not enough to erase early deficit," Press Register; 9/30/2011 6 col spread with article and color photo, "CCC

Homecoming Week boasts variety of events,” Press Register; 9/11 “CCC Homecoming worth attending,” Cleveland Bolivar Commercial; 9/30/2011 oversize 6-col color photo, “Mississippi Mass Choir opens CCC Homecoming,” Cleveland Bolivar Commercial; 9/23/2011 article, “Coahoma drops another one,” Cleveland, Bolivar Commercial.

#### **OCTOBER 2011**

10/5/2011, 6-col spread with color photo, “Gospelfest kicked off CCC Homecoming Week Sunday,” Press Register; 10/5/2011, Article with 2 color photos, “Southern Living to feature Williams sites, porch plays,” Press Register; 10/2011, “CCC game to help breast cancer awareness,” Press Register; 10/19/11, 6 col-spread with 2 color photos, “Williams festival biggest, best ever,” Press Register; 10/19/2011 – Article and color photo, “CCC defensive performance not enough,” Press Register; 10/26/2011, Article, “MDCC to host Coahoma,” Cleveland Bolivar Commercial; 10/12/2011, Article and color photo, “Mistakes lead to CCC homecoming loss down stretch,” Press Register; 10/5/2011, 3 col photo, “2011 CCC Homecoming royalty elected,” Cleveland, Bolivar Commercial; 10/12/2011, 3 col color photo, “Miss Homecoming crowned,” Cleveland, Bolivar Commercial; 10/6/2011, 3 col photo, “Gospel Fest skyrockets,” Marks, Quitman County Democrat; 10/2011, Article, “CCC falls at fourth-ranked EMCC, remains winless,” Press Register; 10/26/2011, Article, “Tigers shutout as GCCC celebrates 100<sup>th</sup> anniversary,” Press Register; 10/20/2011, article, “Williams Festival rated ‘biggest and best ever,’” Quitman County Democrat, Marks; 10/21/2011, Page 1 6-col spread with color photo, “\$2,500 given to high school drama departments,” Press Register; 10/21/2011, 6-col spread plus 4-col photo, “Artist just one of a myriad of titles for Wilcox,” Press Register; 10/21/2011, 6-col spread with color photo, “Williams Festival rated ‘biggest and best ever,’” Cleveland Bolivar Commercial; 10/12/2011, Page 1, 6-col spread plus speaker mug shots inside, “Acclaimed actors, local thespians share stages at festival,” Press Register; 10/12/2011, Article plus color photo, “CCC Gala raises \$90K,” Press Register; 10/28/2011, Article and photo, “Health Science Information Day scheduled for Tuesday,” Press Register; 10/21/2011, Article and color photo, “CCC gala raises money for scholarships,” Cleveland Bolivar Commercial; 10/28/2011, Article and photo, “CCC Health Science Day set for Nov. 1”, Cleveland Bolivar Commercial.

#### **NOVEMBER 2011**

11/2/2011 – 6-col spread, Articles and color photos, “Towers named Outstanding Humanities Teacher of the Year,” Press Register; 11/8/2011, 3 col color photo, “Halloween party”, Cleveland, Bolivar Commercial; 11/6/2011, 6-col spread and 4 col color photo, DSU’s Calvin attends national audio convention,” Cleveland, Bolivar Commercial; 11/16/2011, “CCC Veterans Day program celebrates patriotism with stirring performances” with 2 color photos, Page 1, Press Register; 11/11/2011, Article and color photo, “Towers named Outstanding Teacher of the Year at CCC,” Cleveland, Bolivar Commercial; 11/9/2011, 6-col spread and color photo, “More than 250 attend CCC healthcare conference,” Press Register; 11/6/2011, 6-col spread with photo, “Booker delivers punch to Delta health issues,” Cleveland, Bolivar Commercial; 11/2011, 6-col spread article and photo, “Towers honored with teaching award at CCC,” Cleveland Bolivar Commercial; 11/16/2011, Article, “CCC wins first three games to open season,” Press Register;

#### **DECEMBER 2011**

12/1/2011, Article and 2 photos from Chamber of Commerce banquet awards, Press Register; 12/13/2011, 4-col color photo, “More than 1,000 cheer Christmas at Coahoma concert,” Cleveland, Bolivar Commercial; 12/6/2011, Article, “MDCC sweeps Coahoma CC in basketball action,” Cleveland, Bolivar Commercial; 12/14/2011, Article, “CCC women break 100 mark for first time in win Saturday,” – Press Register; 12/7/2011, Color photo, “Coahoma County Higher Education Center hosts a Holiday Open House,” Press Register; 12/7/2011m /article and color photo, “Holiday Concert Thursday,” Press Register; 12/4/2011, photo, “CCC faculty evaluates iRead techniques,” Cleveland Bolivar Commercial; 12/7/2011, Photo, “JUCO All-Stars,” Cleveland Bolivar Commercial; 12/22/2011, 6-col spread with photo, “Local standout signs with Ole Miss,” Cleveland Bolivar Commercial; 12/14/2011, Article and 2 mug shots, “Tyler, Jones named HEADWAE honorees,” Press Register.

#### **JANUARY 2012**

1/11/2011, Article, “CCC swept by Northwest,” Cleveland, Bolivar Commercial; 1/2012, “Article, “Coahoma Community College plans health information day,” The Sun Sentinel; 1/11/2012, Article and photo, “New Tiger sports logo ‘intimidating’”- Press Register; 1/25/2012, color photo, “CCC SGA officers honored at pinning ceremony,” Press Register; 1/8/2012, photo, “New CCC logo,” Cleveland Bolivar Commercial; 1/17/2012, Article, “CCC victorious at homecoming,” Press Register; 1/6/2012, photo, “Spring registration,” Cleveland Bolivar Commercial; 1/15/2012. 6-col spread, Article with 2 photos, “Rare Ailey II dance performance set,” Cleveland Bolivar Commercial; 1/27/2012, 6 col-spread with 4-col photo, “Rare Ailey dance performance set for Feb. 2,” Helena, Arkansas, Daily World; 1/18/2012, Article and photo, “Ailey II Dancers to perform at Civic Auditorium,” Press Register; 1/27/2012, Color photo, “Higgins students enjoy ballet workshop,” Press Register; 1/27/2012, 5-col photo, “Ailey workshop at Higgins,” Cleveland Bolivar Commercial; 1/26/2012, 4-col color photo, “Webb student honored as SGA leader,” Sun Sentinel; 1/29/2012, 4-col photo, “Oversize project,” Cleveland, Bolivar Commercial; 1/18/2012, Article, “CCC victorious at homecoming,” Press Register; 1/16/2012, Article, “CCC next three games at home,” Press Register.

#### **FEBRUARY 2012**

2/3/2012, Article, “Tigers down Indians 89-86,” Cleveland Bolivar Commercial; 2/2/2012, Color photo, “Transforming school bus,” The Sun Sentinel; 2/3/2012, Article and color photo, “CCC to hold Information Day,” Cleveland Bolivar Commercial; 2/22/2012, Article and photo, “Orators earn cheers from packed house,” Press Register; 2/7/2012, 6-col spread, “MDCC drops two to Coahoma CC,” Cleveland Bolivar Commercial; 2/8/2012, 6-col article, “CCC wins with buzzer beater against Itawamba Thursday night,” Press Register; 2/8/2012, Color photo, “Thousands applaud Ailey Dancers,” Press Register; 2/1/2012, Color photo, “Students transform bus for Tunica sheriff,” Press Register; 2/11/2012, Article and color photo, “CCC to outline healthcare career training during its health science information day,” Press Register; 2/24/2012, Article, “Coahoma CC sweeps EMCC,”

Cleveland Bolivar Commercial; 2/24/2012, 5-col spread of 3 color photos, “CCC Lady Tigers take time to share love of reading at Lyon,” Press Register; 2/29/2012, “2,000 expected at CCC Career Expo,” Press Register; 2/3/2012, Article, “Lady Tigers victorious at East Mississippi Community College,” Press Register; 2/9/2012, Article and color photo, “Lady Tigers in regionals,” Cleveland Bolivar Commercial; 2/10/2012, Two color photos, “CCC buzzing with activities,” Press Register; 2/9/2012, color photo and article, “Cook signs full scholarship,” Quitman County Democrat, Marks.

### **MARCH 2012**

3/2/2012, Spread of 4 color photos “CCC Career Fair,” Press Register; 3/1/2012, Article, “Pearl River fights off CCC in state tourney,” Cleveland Bolivar Commercial; 3/2/2012, Article “Lady Tigers advance to state tourney for first time in history,” Press Register; 3/2/2012, Article and photo, “CCC Career Expo set for March 2,” Tunica Times; 3/15/2012, color photo, “Webb’s Mason gives hair cut,” Sun Sentinel; 3/15/2012, color photo, “Local student touts welding,” Sun Sentinel,” 3/14/2012, Article and 2 color photos, “Tanner takes first in competition,” Cleveland, Bolivar Commercial; 3/18/2012, Photo, “Addressing issues of teen pregnancy,” Cleveland Bolivar Commercial; 3/28/2012, Photo, “CCC Women Honored,” Cleveland, Bolivar Commercial; 3/30/2012, color photo, “Lady Tigers honored,” Tunica Times; 3/31/2012, 6-col spread with color photos, “Diverse events scheduled for CCC’s Founders Week,” Press Register.

### **APRIL 2012**

4/19/2012, 6-col color photo, - “Locals among new inductees into Coahoma’s Phi Theta Kappa,” The Sun Sentinel; 4/4/2012, Color photo, “Dixon-Wells crowned King and queen at CCC,” Press Register; 4/4/2012, Page 1 article and 2 color photos, ‘Coahoma Male’ project at CCC reaps success,’ Press Register; 4/12/2012, color photo, “Webb student among group awarded scholarships,” Sun Sentinel; 4/20/2012, “CCC Choir holds spring concert at St. Paul MB Church,” Cleveland, Bolivar Commercial; 4/25/2012, full page spread with 3 photos, “More than 100 Presidential Scholars honored at CCC,” “CCC barbering students: A cut above,” Press Register; 4-col spread, Article and photo, “Actress with Tunica roots shares story at CCC,” Tunica Times; 4/11/2012, 6-col spread, article and photo, “Roach embraces past during CCC Founder’s Day speech,” Press Register; 4/20/2012, 5-col spread with photo and article, “CCC/Laker alumnus Killum to be inducted into Mississippi Sports Hall of Fame,” Press Register; 4/18/2012, 5-col spread with article and photo, “Phi Theta Kappa induction honors ‘Coahoma’s best’” – Press Register; 4/6/2012, ‘The Coahoma Male’ project to expand’, - 6col spread with article and 2 photos, Cleveland Bolivar Commercial; 4/26/2012, Color photo, “Webb resident wins award,” Sun Sentinel; 4/22/2012, 3-col photo, “Three Coahoma Community College standouts sign,” Cleveland, Bolivar Commercial; 4/27/2012, Photo, “CCC basketball standouts awarded scholarships to senior universities,” Press Register.

### **MAY 2012**

5/2/2012, Full page spread, 2 articles and 5 photos, “Former ‘mediocre’ athlete delivers unique address; “CCC is preparing to honor one of its largest ever graduating classes,” Press Register; 5/4/2012 6-col article and color photo, “Killum inducted into Mississippi Sports Hall of Fame,” Press Register; 5/4/2012 Full page spread with 2 color photos, “Morgan wins MACJC All-State. All-Region honors; Vaughn signs to play in Texas at Wiley College,” Press Register; 5/4/2012, 3-col spread of 7 photos, “CCC Academic Awards Day,” Press Register; 5/9/2012, Full page spread, “CCC’s commencement set Saturday,” article and 3 photos, Cleveland, Bolivar Commercial; 5/2/2012, photo, “Scholarship winner,” Bolivar Commercial; 5/2/2012, Two 3-col photos, “Basketball standout signs to play at Wiley College,” and “Athletic MVPs announced at Athletic Banquet,” Cleveland, Bolivar Commercial; 5/17/2012, Article and photo, “Two Marks nursing students graduate,” Quitman County Democrat/Marks; 5/13/12, Article and two photos, “Graduation Day,” and “CCC makes history with 425 grads,” Jackson Clarion Ledger; 5/16/2012, Full page spread with 2 color photos, “CCC makes history graduating 425 students Saturday,” Press Register; 5/23/2012, 6-col spread, article and color photo, “CCC hosts unique Mississippi College Board meeting,” Press Register; 5/23/2012, Article and color photo, “ Cultural Heritage meeting first step in long process,” Press Register.


### **JUNE 2012**

6/5/2012, Color photo, “CAHS grad receives CCC scholarship,” Press Register; 6/6/2012, Article and photo, “Legendary coach Morris to direct 10<sup>th</sup> annual Lil’ Tiger Camp,” Press Register; 6/8/2012, article and photo, “Legendary CCC coach to direct annual Lil’ Tiger Camp,” Tunica Times.; 6/1/2012, Article and photo, “CCC to face lawsuit for malicious prosecution of Hayes,” Press Register; 6/2012 – Letter to the Editor, “Coahoma Community College should be ashamed of behavior; 6/12 – List of CCC graduates from Clarksdale published, Press Register.; 6/15/2012 – Photo, Ribbon-cutting draws dignitaries, Press Register; 6/14/2012, 4-col photo Monday’s ribbon cutting draws impressive crowd of dignitaries, Cleveland Bolivar Commercial; 6/15/12, article, ‘Coahoma registration dates set,’ Tunica Times.

**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**


July 1, 2011 – June 30, 2012

**Institutional Goal 7: Initiate new programs or complement existing programs by securing and sustaining federal, state, and local funding.**

Institutional Objective	Unit or Area Responsible	Date of Implementation	Date of Completion	Success Indicators or Benchmarks	Budget Implications	Actual Results	Status of Objective and Use of Results																																																																
7.1 Secure State and Federal funding to support the college's comprehensive development plan.	Federal Programs	07/01/11	06/30/12	# and amount of grant awards	\$0 General Funds	See Table Below	 <p>Benchmark was met for this objective. Results were used to improve student learning through purchases of educational materials, furniture, and supplies; technology upgrades; and professional development training for faculty and staff. As the economy continues to flounder, competition for grant funds intensifies. To address this an additional grant writer will be employed for the 2012-13 year</p>																																																																
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
**Coahoma Community College**  
**2011-2012 Strategic Plan of Action**

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<b>Institutional Goal 7: Initiate new programs or complement existing programs by securing and sustaining federal, state, and local funding.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
7.2 Enhance institutional advancement through public relations and Alumni Affairs.	Federal Programs	07/01/11	06/30/12	Number of alumni for 2011-2012 will be at least <u>3,500 members.</u>	\$50,000.00	Goal was met with 4265 total alumni on mailing list. Annual membership saw an increase during 2011-2012 with the graduate classes of 2011 & 2012 added with free membership for one year.	 <p>Objective was met.</p> <p>As a result of the success of strategies used, alumni annual membership and alumni participation increased.</p>

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<b>Institutional Goal 8: Support cultural enrichment programs and activities.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
8.1 Increase community awareness and participation in programs and events sponsored by Coahoma Community College.	Public Relations	07/01/11	06/30/12	Coahoma Community College will host cultural enrichment programs and activities for the campus and the community.	\$ 5,000	See following page for actual results.	 Benchmark was met.

## **Coahoma Community College 2011-2012 Strategic Plan of Action**

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### **Institutional Goal 8: Support cultural enrichment programs and activities.**

#### Cultural Events

The college sponsored the successful 19<sup>th</sup> annual Tennessee Williams Festival with its numerous components attracting a total audience of 3,000 participants. The exciting focus was the playwright's Pulitzer Prize-winning drama, "Cat on a Hot Tin Roof."

CCC's Whiteside Lecture Hall was filled for the exceptional literary conference that evoked audience comments, questions, and discussions. It featured an address by Eda Holmes, associate director of the prestigious Shaw Festival of Toronto Canada, where she also was directing "Cat on a Hot Tin Roof: for her theatre's 50<sup>th</sup> anniversary; The conference included a scholar panel with Dr. Kenneth Holditch of New Orleans, one of America's top Williams scholars as keynote speaker.

Live scenes from the play were performed by Canadian actress, Severn Thompson and Oxford actor Jared Davis; a memorable performance by Broadway playwright and actor Jeremy Lawrence.

Once again Coahoma presented winners of the Student Drama competition with \$2,500 in cash prizes for their school theatre departments.

CCC's Culinary Department prepared lunch in The Gallery during the literary conference.

The finale took place at Ground Zero Blues Club with interesting exchanges between student actors and professionals.

Audience evaluations rated the festival as "the best ever." It was an excellent showcase for Coahoma Community College, and numerous CCC faculty and staff participated as volunteers.

Southern Living magazine covered the event and later showcased sites in their publication as a key stop in the Southern Literary Trail (Mississippi, Alabama, and Georgia).

In August 2011, Coahoma was a major sponsor of the 24<sup>th</sup> annual Sunflower River Blues and Gospel Festival that attracted between 20,000 to 25,000 music fans to downtown Clarksdale.

The headliner was Grammy winner Dorothy Moore who performed her signature classic: "Misty Blue."

Attending were BBC producer Carmel Lonergan and her husband of Manchester, England, who recorded a documentary of CCC's Tennessee Williams Festival in 2009.

CCC faculty and staff are key board members of the festival, and Coahoma's banner was displayed prominently high on the Main Stage.

The annual Delta Literary Tour, an advance component of the Conference for the Book at the University of Mississippi, was coordinated through Coahoma's Tennessee Williams Festival organization with a welcome inside St. George's Episcopal Church

Participants heard an address by Dr. Colby Kullman and had lunch in the church Parish Hall.

Panny Mayfield, CCC public relations director, hosted dessert and refreshments at her home where Theatre Oxford actors Alice Walker and Johnny McPhail performed scenes from the Williams drama, "A Streetcar Named Desire."

She also photographed the events and wrote an article that was published in the Clarksdale Press Register and other newspapers.

CCC's participation in the Delta Literary Tour was also publicized on the Southern Literary Trail website, on CCC's Williams Festival website, and the Southern Register, the newsletter published by the Center for the Study of Southern Culture at the University of Mississippi.

Last year's evaluation listed approximately 15 cultural events sponsored by the college including Lyceum-sponsored programs and CCC-sponsored groups participating in other events.

That number increased significantly during 2011-12.

1. 3,000 participated in the multiple components of the October Tennessee Williams Festival on campus and in Clarksdale's Historic District
2. 2,500 attended the Gospel Fest Gala in the Pinnacle kicking off Homecoming Week in October. It featured several groups including the legendary Mississippi Mass Choir headlining the concert.
3. Homecoming After/Game Concert featuring music by Delta Blues Museum Education students, local musicians, and headliner Bobby Rush drew thousands.
4. Presidential Homecoming Gala formal All Black Fund-raising dinner benefiting At-Risk male students was a glittering extravanga featuring music by celebrity entertainer Latimore. It was attended by several hundred.
5. Outstanding Teacher of the Year program in November honoring Concert Choir director Kelvin Towers and the choir was attended by hundreds applauding his presentation for the Mississippi Humanities Council. Theme was "The Importance of Music Education," and "Music Is Everywhere."
6. Veterans Day program Nov. 16 in the Pinnacle honored uniformed soldiers of the U.S. Army Reserve Unit No. 850, attended by hundreds including area veterans. The event included a talk by state Rep. John Mayo, an emotionally-laced performance by CCC vocalist Taneshia Young, a mime presentation by Sky King; and the 65-voice CCC Concert Choir singing "God Bless America."
7. The annual CCC Christmas Concert of the Concert Choir, area high school choirs with the Memphis Chamber Orchestra in the Pinnacle drew an audience of 1,000 music fans including students, and the community.

8. The Lyceum-sponsored and internationally-renowned Alvin Ailey II Dancers gave two performances filling the City Auditorium in February with standing room only with a total audience of more than 4,000. The matinee was open to area students with some invited on stage with the professional dancers. The night performance drew fans from other states as well as Mississippi. The day before the performances, a former Ailey dancer directed a workshop for Higgins Junior High students. The public relations director photographed action at the workshop and the photographs were incorporated into posters distributed through the area and publicity photos emailed to area newspapers. One of the photographs was featured later in a National Endowment for the Arts newsletter.
9. Black History Month included a number of events; a particularly interesting one was a competition with students presenting famous speeches or original speeches on civil rights. The event took place in Whiteside Hall which was packed.
10. In March, CCC's Concert Choir was invited to perform at the Mississippi Humanities Council's 40<sup>th</sup> anniversary banquet at the Hilton Hotel in Jackson. More than 400 officials and outstanding Mississippians applauded the choir's concert.
11. Coahoma's Lady Tigers basketball team visited Lyon Elementary School and read to kindergarten students there as a community service...Earlier in the year the same group volunteer to prepare and serve food at Clarksdale's Care Station, a feeding ministry for the hungry. The Lady Tigers made history with their winning record and invitation to play in the State MACJC Basketball Tournament and the Regional Tournament.
12. Activities of the Delta Literary Tour have already been listed in this evaluation.
13. The Presidential Scholars program in April honored top students at the college with a motivational talk by a former student who is a successful nurse practitioner in Memphis now, The event drawing hundreds took place in the Pinnacle and included a praise dance.
14. Founders Week opened with the CCC Concert Choir's spring concert on April 1. Other events were motivational talks by alumnus Lowe who presented scholarships to top students and addressed a Male Summit. Headlining Founders Week was a talk by actress Florence Roach, a cast member of "The Help" movie. Mrs. Roach's mother is an alumnus of CCC. She spoke about her background growing up on a plantation in Robinsonville, and her career in the arts after earning degrees from Jackson State University. The events were attended by thousands.
15. On April 18, new members of Phi Theta Kappa honorary were inducted before a large crowd in the Magnolia Room of the Student Union and heard a talk by retired educator Dr. Jimmy Wiley.
16. Earlest Killum., a Coahoma Community College alumnus and a former member of the LA Laker basketball team was inducted into the Mississippi Sports Hall of Fame in a prestigious ceremony in Jackson at the Muse Center of Hinds Community College. The event was attended by more than 400 sports fans, college officials and celebrities, and the publicity for CCC was impressive.
17. Commencement in the Pinnacle was an historic event with 425 graduates, the largest number of in history. Darrell Dixon, a CCC graduate now working in the office of U.S. Senator Thad Cochran, gave the commencement address.
18. The State College Board held its May meeting at Coahoma Community College. Members were entertained on the eve of their meeting with a reception at the Delta Blues Museum in downtown Clarksdale, supper and live music at the famous Ground Zero Blues Club

Doubling as CCC's Sports Information Office, the Public Relations office completed these duties:

1. Designed, printed, and distributed calendars, programs, and posters for football and basketball seasons;
2. Covered all football games and all home basketball games for area newspapers.
3. Emailed and/or telephoned accounts of the games immediately following the games to the Clarion Ledger in Jackson and JUCO Weekly website and to other SIDs.
4. Exchanged rosters with other community colleges prior to games and made arrangements for visiting press in CCC's press box

Also in charge of marketing, the Public Relations office designed advertisements for 6 print media newspapers: The Press Register, Bolivar Commercial, Tunica Times, Quitman County Democrat, The Sun Sentinel and the Helena World.

The director wrote scripts for radio stations and scripts for video advertisements for Cable One Television that aired on CNN, BET, ESPN, and TNT.


The director also designed and distributed posters highlighting events and activities on campus, and designed a new billboard publicizing CCC's new sports logo and its creator.


The Public Relations Office is in charge of planning the Mississippi Delta Tennessee Williams Festival, its program, format, activities.


She successfully wrote grant applications that were funded by the Mississippi Humanities Council, the Mississippi Arts Commission, the Rock River Foundation, and individual patrons. She invited all speakers and actors, made lodging and meal reservations, completed and organized all paperwork required of participants and required by the CCC Business Office. The director also wrote final reports to qualify for payments; from granting entities, and answered inquiries from auditors checking financial records



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<b>Institutional Goal 9: Ensure institutional effectiveness by planning, assessing, and evaluating all activities and programs.</b>							
<b>Institutional Objective</b>	<b>Unit or Area Responsible</b>	<b>Date of Implementation</b>	<b>Date of Completion</b>	<b>Success Indicators or Benchmarks</b>	<b>Budget Implications</b>	<b>Actual Results</b>	<b>Status of Objective and Use of Results</b>
9.1 SACS Liaison will educate the institution's stakeholders about Coahoma Community College's Substantive Change Policy and the Commission on Colleges' Substantive Change Policy.	Office of Institutional Effectiveness	07/01/11	06/30/12	<p>Office of Institutional Effectiveness will evaluate this outcome through the following measures:</p> <ol style="list-style-type: none"> <li>1. Provide annual meeting with the Substantive Change Committee to share and review the institution's Substantive Change Policy and the Commission's Substantive Change Policy.</li> <li>2. Report any existing substantive changes that may not have been reported to the Commission and report any of Coahoma's future substantive changes.</li> <li>3. Meet all timelines and requests from the Commission on Colleges/SACS.</li> </ol>	\$ 1,000.00	<ol style="list-style-type: none"> <li>1. Substantive Change Committee members, met August of 2011.</li> <li>2. Coahoma notified the Commission of the following changes: June 21, 2011: Add Automotive Technology certificate and associate degree programs to its program offerings. The College submitted prospectus September 19, 2011, College received acceptance of the prospectus January 17, 2012, and was</li> </ol>	 <p>This outcome was met.</p> <p>Coahoma Community College's Substantive Change Committee met August of 2011, to review any possible substantive changes at the institution. The Committee identified two substantive changes and reported these change to SACS/Commission on Colleges.</p> <p>According to COC's policies, institutions are required to notify the Commission of new program additions at least six months in advance. Coahoma Community College complied with this policy and notified the Commission well in</p>

						<p>asked to provide a faculty roster. The College provided documentation February 9, 2012. The Commission approved the Automotive Technology addition May 22, 2012.</p> <p>In a letter dated May 30, 2011, Coahoma also notified the Commission of its plans of adding the EMT-Paramedic certificate and associate degree programs to its allied health offerings.</p>	<p>advance before starting new programs at the institution.</p> <p>Coahoma Community College will continue to implement its Substantive Change Policy and notify the Commission of any substantive changes in the future.</p>
9.2 SACS Liaison will work with the QEP Director to coordinate the implementation and assessment of iREAD.	Office of Institutional Effectiveness	07/01/11	06/30/12	<p>Office of Institutional Effectiveness will evaluate this outcome through the following measures:</p> <ol style="list-style-type: none"> <li>1. Marketing of the QEP across the campus</li> <li>2. Completion of reading comprehension training for CCC faculty</li> <li>3. Administration of the assessment measures defined in CCC's QEP</li> <li>4. Completion of the</li> </ol>	\$ 2,000.00	<ol style="list-style-type: none"> <li>1. Marketed iREAD across the campus</li> <li>2. Completed reading comprehension training for CCC faculty</li> <li>3. Administered assessment measures to iREAD classes</li> <li>4. Completed the 2011-2012 iREAD Annual Report documenting all activities,</li> </ol>	 <p>This outcome was met.</p> <p>The QEP Director compiled a report documenting all iREAD activities and assessments. This report provides a breakdown of assessment results and use of results.</p>

				2011-2012 iREAD Annual Report documenting all activities, assessments, and evaluation results		assessments, and evaluation results	
9.3 IE Office will administer the following surveys and publish the following publications to the institution's stakeholders: Student Opinion Surveys, Campus Climate Surveys, Student Exit Surveys, Library Surveys, Student Evaluation of Faculty, Fact Book, Strategic Plan Annual Report, and Institutional Effectiveness Plan.	Office of Institutional Effectiveness	07/01/11	06/30/12	<p><u>IE Office</u> Office of Institutional Effectiveness will evaluate this outcome through the following measures:</p> <p>Administration and publication of the following: Student Opinion Surveys, Campus Climate Surveys, Student Exit Surveys, Library Surveys, Student Evaluation of Faculty, Fact Book, Strategic Plan Annual Report, and Institutional Effectiveness Plan</p>	\$ 300.00	All surveys were conducted; all publications and survey results were published with the exception of the Strategic Plan Annual Report and the Student Evaluation of Faculty	<p style="text-align: center;"></p> <p>Outcome was not met.</p> <p>The IE Office failed to conduct faculty evaluations. The state of Mississippi dropped the Blackboard Outcomes contract; Coahoma had been using Blackboard Outcomes to conduct faculty evaluations. The IE Office spent 2011-12 researching and locating the most effective replacement for Blackboard. The IE Office has submitted a proposal for SCANTRON. Beginning in 2012-2013, the IE Office, if funding allows, will be conducting faculty evaluations as well as other surveys through this platform.</p> <p>The College has met all of its objectives outlined in its five-year strategic plan. Therefore, the IE Office</p>

							hosted a mini strategic planning retreat Thursday, June 28, 2012, to formulate 2012-2013 strategic initiatives.
9.4 IE Office will coordinate the administration of employee performance reviews.	Office of Institutional Effectiveness	07/01/11	06/30/12	<u>IE Office</u> Office of Institutional Effectiveness will evaluate this outcome through the following measures: <ol style="list-style-type: none"> <li>1. IE Office will provide employers with the instructions and performance instruments</li> <li>2. Supervisors will conduct performance evaluations and submit copies to the IE Office</li> </ol>	\$ 1,000.00	1. Year 2011-12 marked the fifth year for Coahoma to use the Employee Evaluation and Development System. This document was shared in Pre-School Professional Development packets August of 2011 with full-time employees and adjunct faculty.  2. Supervisors conducted at least one annual evaluation and shared the results with employees. Interviews discussing and suggestions for the future were documented on a follow-up form. Examples were filed in the IE Office at the end of the fiscal year.	 This outcome was met. Copies of performance reviews are on file in the IE Office.  The institution's supervisors will continue to conduct employee evaluations; personnel will use the results to make improvements and/or enhancements in institutional effectiveness; the IE Office will collect the results and file samples in the office.
9.5 The IE Office will coordinate program reviews for all non-instructional and instructional programs.	Office of Institutional Effectiveness	07/01/11	06/30/12	<u>IE Office</u> Office of Institutional Effectiveness will evaluate this outcome through the following measures:	\$ 500.00	1. Instructions and program review instruments were distributed	 Outcome was met.

				<ol style="list-style-type: none"> <li>1. IE Office will distribute instructions and program review instruments to non-instructional and instructional program supervisors</li> <li>2. Program Review will complete the last reviews for the three-year cycle.</li> </ol>		<ol style="list-style-type: none"> <li>1. during the 2011 Pre-School conference</li> <li>2. A new program review schedule for upcoming reviews was published in 2011-2012 and placed on the IE webpage.</li> </ol>	Programs continue to be reviewed on a three-year cycle.
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