

ACCELERATING POTENTIAL

STRATEGIC PLAN 2025

March 22, 2021 Update


Cincinnati State



CINCINNATI STATE

AGENDA

- **Strategic Plan Overview**
- **Project Status**
- **Resource Investments & Needs**
- **Let's Chat**
- **Enrollment Services Plan**
- **What's Next**
- **Let's Chat**

Supporting Information

**Link to Strategic Plan Worksheet
Daily News 11/18/20
Or Intranet
Presidents Office
2020**

**Link to Enrollment Services Plan – Slide
18**





CINCINNATI STATE

MISSION

Cincinnati State provides **access, opportunity, and support** in achieving success for individuals seeking exceptional technical, transfer, and experiential/cooperative education, as well as workforce training.





CINCINNATI STATE VISION

Cincinnati State advances the educational and economic vitality of our state and region as the college of choice.

CINCINNATI STATE **VALUES**



Innovation

We support innovative approaches to learning

We anticipate and effectively respond to the changing needs of those we serve



Collaboration

We work together on behalf of our students and employers to meet community needs



Equity

We believe in contributing to a socially and economically equitable society

We honor the diversity and inclusiveness of our College community and strive to hear all voices



Experiential Learning

We promote experiential and lifelong learning



Potential for Growth & Success

We respect each student's background and celebrate their potential for personal growth and career success



STRATEGIC PILLAR 1

ACHIEVING ACADEMIC
EXCELLENCE

Goal 1. Increase career technical education attainment to meet employer and community needs.

Goal 2. Prepare students for successful transition to baccalaureate degrees.



Career Outcomes Data Project

Some work completed by IR; plan is to incorporate into 21-22 Self Study



Work Integrated Education Initiative

Co-op, clinicals, etc. have been disrupted by pandemic; initiative moved to FY23



Comprehensive College-wide Advisory Board Review

In progress, included in Self Study; Report 1 (of 2) planned for June 2021

Pathway Assessment and Expansion

Initial work complete; some ongoing; NKU dual enrollment agreement in progress



STRATEGIC PILLAR 1

ACHIEVING ACADEMIC
EXCELLENCE

Goal 3. Provide all students with accessible and high-quality educational options.



Early College Pathway Launch

CCP Manager hired, pathway development in 3 disciplines planned



Distance Education Support System

Grant funded hire in progress Associate (or Assistant) Dean Online Learning)



Workforce Training Connection to Degrees

Efforts moved to FY23

Higher Learning Commission

2021 HLC Conference team registered, Executive Assistant for Provost hired, Self-study complete 5/21; Interim HLC Assessment Report to be complete by 7/21

STRATEGIC PILLAR 2

ENRICHING THE STUDENT EXPERIENCE

Goal 1. Tailor student support services to address unique needs and goals of each student.



Academic Intervention Redesign and Multiple Measures

Phase 1 complete, enhancements ongoing



Student Degree Map

2-year catalogue requirements identified; will require Colleague Modernization to fully implement



Cincinnati State Accelerate Phase II

Need \$3 million, external funds raised and approaching goal, Director hire in progress

Comprehensive Student Support Services

New hire for International & Veterans Affairs on board; planning related to Career Closet, Surge Cupboard and other services needed

STRATEGIC PILLAR 2

ENRICHING THE STUDENT EXPERIENCE

Goal 2. Enrich the campus life experience of students.



Optimizing Student Financial Experience

Setting goal to pilot new student scholarship funds in FY22

Student Experience and Social Integration Project

Esports proposal developed and being considered, comprehensive planning in 2022

Co-curricular Mapping

Initiative moved to 2023



STRATEGIC PILLAR 3

ENGAGING THE
COMMUNITY

Goal 1. Identify, develop and establish programs and partnerships in response to emerging workforce and economic development needs.



Applied Bachelor Degrees Implementation

Degrees implemented, continued investment needed, press highlighting first graduates being planned



Butler County Strategy

Forming a Butler County Task Force to start this work



I75/Aerohub Development – Pontum Leap

Conceptual work complete w/ CS member of planning team; funding question to be addressed

Hamilton County Strategy

Some meetings held w/ community leaders, discussing new partnership with area higher education institutions



STRATEGIC PILLAR 3

ENGAGING THE
COMMUNITY

Goal 2. Expand and optimize our work with organizations that address poverty, social mobility and opportunity to increase educational access.



Ohio TechCred/Short Term Certification

Part-time coordinator hired

Poverty Collaborative Project LIFT

Community leadership shifting to United Way; CS grant development & administration hire in progress



STRATEGIC PILLAR 3

ENGAGING THE
COMMUNITY

Goal 3. Position and achieve significant recognition and support for Cincinnati State.



Alumni Network Expansion

Several projects complete; 100% campaign engagement achieved



Comprehensive Campaign

Substantial funds raised; discussion in progress about a Fall event



Public Funding & ROI Exploration

Some exploratory conversations held; more work planned for 2022



STRATEGIC PILLAR 4

STRENGTHENING OUR FUTURE

Goal 1. Increase headcount and credit hour enrollment.

Goal 2. Achieve and maintain a level of fiscal health that allows for strategic investments in people, innovation and infrastructure, and a vibrant future.



In-demand Program-based Marketing

In progress with contract of Locale - a marketing firm



Enrollment Management Plan (EMP)

Enrollment Services Plan complete, EMP to follow



IT Infrastructure Modernization

IT Consultant hired (Ferrilli), IT Assessment complete; partially funded by capital and stimulus; reviewing additional funding options

Student Onboarding Redesign/Multiple Measures

Online Orientation complete; onboarding tech & communication audit target Dec 21



STRATEGIC PILLAR 4

STRENGTHENING
OUR FUTURE

Goal 3. Anticipate evolving external factors such as technology, demographics, the economy and state support, and align plans and investments in people, programs, and facilities.



Asset Improvement Investment

Priorities reviewed with BOT, developing RFP for project mgt



Main Building Recovery & Opportunity

Main opening SU21, conceptual design for SIM lab complete



Diversity, Equity & Inclusion Plan

Formation of Council in progress

Equipment and Technology Investment

Moving forward with COVID related investments using stimulus funds

Professional Development

HR Director hire in progress; online/CTL training & support expanded with stimulus funds; employee-wide planning needed



CINCINNATI STATE

RESOURCES

Current Investments/Funding

- Associate (or Assistant) Dean of Online Learning
- Locale marketing contract
- Team attendance at HLC Conference 2021
- Manager for International and Veterans Affairs
- IT Modernization (Capital and Stimulus Funds)
- Main Recovery, SIM Lab and other improvements






CINCINNATI STATE

RESOURCES

Additional Needs (FY22 and FY23)

- Increase capacity of Transfer Center
 - Academic and recruiting support for CCP
 - Marketing funds for CCP
 - Travel and consultant funds for HLC
 - Expanded student support services
 - ESports funding
 - FT Faculty for Bachelor Degree programs
 - Faculty and marketing resources for Butler County Expansion
 - IT Infrastructure investments
 - Consultants for Diversity, Hamilton County and other projects
- 

Let's CHAT!





CINCINNATI STATE

ENROLLMENT SERVICES PLAN

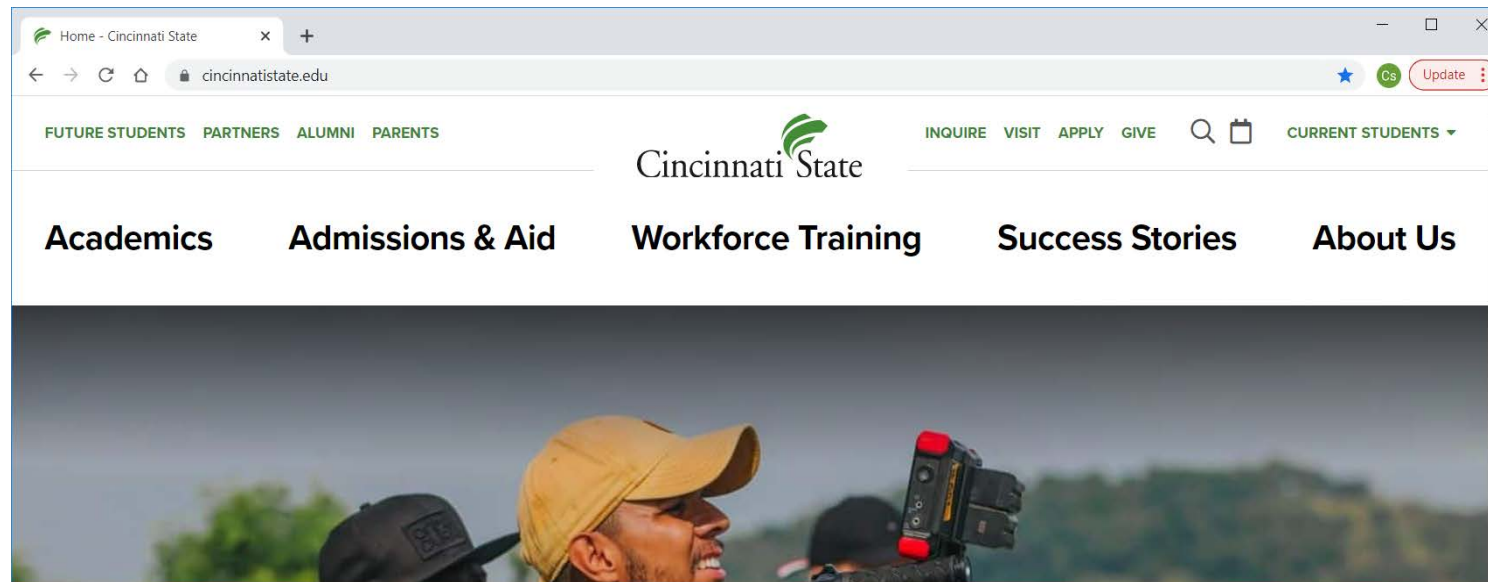
https://livecincinnati.state.sharepoint.com/:b:/s/Grp_RecruitmentManagementPlanningTeam/EUOofslxcMFDvcCCezBrFu_kBJeRiN6yTJ7uOfn_Ak0D5ng?e=aJltew



CINCINNATI STATE ENROLLMENT

How Everyone Can Help Impact Enrollment

- New Website New Opportunities



- Encourage folks to complete the Inquire form
- Transitioning to in-person visits – share options on the Visit page



CINCINNATI STATE ENROLLMENT

How Everyone Can Help Impact Enrollment, Continued

Send and Share “Bragging Rights”

- Check out our Faces of Cincy State – Social Media and Website
- Share current students and alumni doing great things that we hear about from time to time

Examples:

- Professional licensure exam rates
- Competition results especially if we defeat other notable colleges
- Distinguished Alumni

Smile & Greet – When you see students on campus, make them feel welcome!





CINCINNATI STATE
WHAT'S NEXT

Refine/edit plan for external audiences

Visual display of Mission, Vision, Values and Plan

Incorporate immediate, priority projects in FY22 budget

Continue fundraising efforts to support more projects

How employees can help





ENGAGING THE COMMUNITY

Cincinnati State will be a source for economic mobility & vitality and a resource for equity and inclusion for individuals, businesses, and organizations in our region.

 GOALS	 ACTIONS	 MEASURES
---	---	--

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Identify, develop and establish programs and partnerships in response to emerging workforce and economic development needs. | <ul style="list-style-type: none"> Offer specialized programming reflective of emerging needs and markets including applied industry programs. Align and partner in key projects responding to regional economic development. Expand reach with economic development organizations such as BDO and the various Chambers. | <ul style="list-style-type: none"> Employer survey results |
|---|---|---|
- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Expand and optimize our work with organizations that address poverty, social mobility and opportunity to increase educational access. | <ul style="list-style-type: none"> Scale up strategic partnerships through collaboration with government, non-profit, and business to increase new student referrals and services for current students. Facilitate and contribute on gaps in the educational system. | <ul style="list-style-type: none"> Number partnerships or number students impacted |
|---|--|---|
- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Position and achieve significant recognition and support for Cincinnati State. | <ul style="list-style-type: none"> Make the case for and achieve increased public, private funding. Comprehensively engage community in life of College and involve College in fabric of community. Expand and leverage 50th anniversary as a regional milestone. Successfully complete multi-million dollar comprehensive fundraising campaign. | <ul style="list-style-type: none"> Total raised |
|--|--|--|

Cincinnati State
www.cincinnati.edu

TAKE A BROCHURE TO LEARN MORE

ENRICHING STUDENT EXPERIENCE

Cincinnati State is dedicated to enriching student experience, creating a sense of belonging & engagement within college community for all students.

 GOALS	 ACTIONS	 MEASURES
--	--	---

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> Utilize Student Pathways to improve attainment of educational and career goals of each student. | <ul style="list-style-type: none"> Track and address student challenges and provide specific advising services, FYC, career transition, academic learning tools. | <ul style="list-style-type: none"> Average credit hours per student |
|---|---|--|
- | | | |
|--|--|---|
| <ul style="list-style-type: none"> Tailor student support services to address unique needs and goals of each student. | <ul style="list-style-type: none"> Implement Phase 2 of Cincinnati State Academic support program. Provide support and referrals in addressing student needs including housing and transportation. Final CCP transition page in high school to college. | <ul style="list-style-type: none"> Persistence rate Retention rate Completion rate Dropout rate |
|--|--|---|
- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Develop and offer a holistic set of student activities that increases College learning opportunities and engaging to provide a vibrant, engaging campus experience. | <ul style="list-style-type: none"> Improve and increase number of academically engaged activities in Student Government, clubs, and sports. | <ul style="list-style-type: none"> Total credit earning Number of students engaged in campus activities |
|---|--|---|

Cincinnati State
www.cincinnati.edu

TAKE A BROCHURE TO LEARN MORE

STRENGTHEN OUR FUTURE

Ensure that Cincinnati State has the resources, processes and planning sufficient to fulfill its mission, improve the quality of its educational offerings, and respond to future challenges and opportunities.

 GOALS	 ACTIONS	 MEASURES
---	---	--

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> Advance and maintain a level of fiscal health that allows the strategic investments in people, innovation and infrastructure to meet a vibrant future. | <ul style="list-style-type: none"> Complete 200 studies and actions to increase Cincinnati State utilization. Business and improve internal processes to increase efficiency and effectiveness. | <ul style="list-style-type: none"> Cost savings Net assets Service RFI score |
|--|---|---|
- | | | |
|--|--|---|
| <ul style="list-style-type: none"> Attractively sustain essential factors such as technology, programming, the economy and other support and other plans and investments in people, programs, and facilities. | <ul style="list-style-type: none"> Strategically acquire and fund critical infrastructure. Advance and better support professional development of employees. | <ul style="list-style-type: none"> Capital infrastructure HRCE compliance score |
|--|--|---|
- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Increase enrollment and credit hour achievement. | <ul style="list-style-type: none"> Advance building and marketing efforts to attract new students. Implement Council Completion Plan to improve student completion, retention and credit hour achievement. | <ul style="list-style-type: none"> Student enrollment & % change Total credit hours & % change |
|--|--|--|

Cincinnati State
www.cincinnati.edu

TAKE A BROCHURE TO LEARN MORE

ACHIEVING ACADEMIC EXCELLENCE

Engaging students through great, relevant experiential instruction that prepares graduates for in demand technical careers, as well as for successful transition to bachelor degree programs.

 GOALS	 ACTIONS	 MEASURES
--	--	---

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> Technical Career Students | <ul style="list-style-type: none"> Meet the employer and industry needs within the Cincinnati Region. Help students be career ready for high tech, in-demand jobs. Create career pathways that have relevant post-college or experiential learning directly related to the students' career goals. | <ul style="list-style-type: none"> HLC feedback Other accreditation feedback |
|--|---|--|
- | | | |
|--|--|---|
| <ul style="list-style-type: none"> Transfer Students | <ul style="list-style-type: none"> Prepare students for successful transition to degree programs. Create and integrate articulated pathways that serve the needs of bachelor-bound students. Support students in their transition from Cincinnati State to their 4-year institutions. | <ul style="list-style-type: none"> Number of students completing experiential learning |
|--|--|---|
- | | | |
|---|--|---|
| <ul style="list-style-type: none"> General Student Population | <ul style="list-style-type: none"> Reaffirm HLC Accreditation in 2023. Expand educational options through a variety of distance learning formats. Create pathways to engage students in learning experiences that lead to individual personal development in alignment with the college-wide learning outcomes. | <ul style="list-style-type: none"> Number of articulation agreements |
|---|--|---|

Cincinnati State
www.cincinnati.edu

TAKE A BROCHURE TO LEARN MORE



Let's CHAT!

