2022-2026 STRATEGIC PLAN

OGEECHEE TECHNICAL COLLEGE
Education with Purpose

Strategic Plan Development & Implementation

Ogeechee Technical College (OTC) utilizes strategic planning efforts to determine the direction and actions to be taken at both the College and divisional levels. This planning results in the development of the OTC Strategic Plan. The formal strategic planning process is conducted, at a minimum, every five years by Ogeechee Technical College faculty, staff, students, Local Board of Directors, and business and industry leaders. This plan is based on an in-depth situational analysis which formally examines the external and internal environments in relation to the College's mission, goals, and objectives. The Institutional Effectiveness Office is responsible for facilitating the Strategic Plan development and revision.

To develop the 2022-2026 plan, Ogeechee Technical College conducted a comprehensive strategic planning process from September 2020 to April 2021. As part of this process, stakeholders generated ideas through survey responses and a one-day online workshop which included faculty, staff, students, the Local Board of Directors, and business and industry leaders. After these ideas were analyzed and categorized by the Strategic Planning Steering Committee, a recommended strategic framework was submitted to the College leadership team to use as the foundation for building OTC's Strategic Plan. Accordingly, the following goals and associated strategic objectives tie directly to the ideas developed during the planning process.

At its annual planning session, the College leadership team refined the proposed strategic plan to meet the current needs of the College. The resulting strategic plan is organized around nine major goals and 43 objectives reflecting Ogeechee Tech's commitment to fulfill its mission and vision for the future.

History of the College

Ogeechee Technical College has had a remarkable impact upon its community even in the brief time that it has existed. In thirty-four years, it has placed thousands of graduates into productive and satisfying employment; it has helped hundreds of citizens improve their literacy or earn a GED; it has assisted dozens of businesses and industries in retraining their workers.

The Georgia General Assembly established Ogeechee Technical Institute as a public, two-year technical school in 1986. Soon afterward, Ogeechee Tech began offering Practical Nursing courses to 25 students who met for classes at the local hospital. Faculty, staff, and students moved into the original 75,000 square foot, $6 million facility in the fall of 1990. By this point, the school was also offering instruction in Adult Literacy and the General Equivalency Diploma (GED) exam preparation. Programs in business, industry, and other health programs were soon added. The school was accredited by the Council on Occupational Education.

Ogeechee Technical Institute's growth during the mid-1990s coincided with the expansive growth of Georgia Southern University and the Statesboro area. Local support and the establishment of the Georgia State Lottery funded HOPE grant (Helping Outstanding Pupils Educationally) in 1993 were contributing factors in the rapid growth of Ogeechee Tech. The school continued to add programs to better serve the employment needs of its three-county service area: Bulloch, Evans, and Screven.

Throughout the years, the excellence of Ogeechee Tech's instruction has been recognized. In 1999, John Groover, an English instructor, was named the statewide winner of the Rick Perkins Award for Excellence in Technical Instruction. In 2021, Casey Corbett, a Fish & Wildlife Management Instructor, was named the State Rick Perkins Award winner. Three Ogeechee Tech students have been named as the top student in the state by winning the Georgia Occupational Award of Leadership (GOAL) award:

- Molly Bickerton in 2008
- Alvie Coes III in 2011
- Lucas Teague in 2014

An ever-present resolve to provide innovative programs of study keeps Ogeechee Tech at the forefront of meeting the educational demands of citizens in this region of Georgia. With over 2,900 students attending credit classes in academic year 2020, and many others attending adult education, and continuing education classes, the demand for Ogeechee Tech's services is constant.

Whether credit programs, continuing education, GED and literacy instruction, or various other services, the College's commitment to meet the needs of the region remains strong. The rich heritage of Ogeechee Technical College serves as a solid foundation and inspiration for seeking greater success in the future.

OTC Through the Decades

1999-2009
- Dr. Robert C. Ernst served as President from 1988 to 1994.
- Dr. Stephen A. Deraney served as President from 1994 to 2003.
- In 1999, OTC experienced a $5.5 million expansion by adding a Health Science Building, a childcare facility, and a Horticulture Building. The College also expanded its services to Sylvania by opening the Screven County Learning Center.
- The first Associate of Applied Technology (AAT) degree program, Industrial Manufacturing, began during Winter Quarter 2000. Seven additional AAT programs were offered soon after: Accounting, Computer Information Systems, Early Childhood Care and Education, Funeral Service Education, Health Information Technology, Marketing, and Opticianry.
- On July 6, 2000, Ogeechee Technical Institute officially had its name changed by the state legislature to Ogeechee Technical College.
- During the summer of 2002, the Evans County Learning Center was opened.
- The Occupational Studies Building opened in Fall 2003, offering a variety of programs, such as Agribusiness, Wildlife and Plantation Management, Veterinary Technology, and Culinary Arts.
- In 2004, OTC paid tribute to the late Senator Joseph E. Kennedy for his role in the establishment of Ogeechee Technical Institute by dedicating the main building on campus as the Joseph E. Kennedy Building.
- Dr. J. Eugene Waters served as President from 2004 to 2006.
- Dr. Dawn H. Cartee served as President from 2007 to 2016.
- In 2008, construction started on the Evans Technical Education Complex which included the Logistics and Public Safety Building and a driving track for the Commercial Truck Driving program.
- At the beginning of 2009, an Emergency Mass Notification System for faculty, staff, and students was implemented, providing a way to send emergency warnings via cell phone and email messages. That same year, the Adult Education program was moved to a new location adjacent to the main campus.

2010-2020
- In 2011, OTC transitioned from a quarter to a semester course schedule and moved to a tobacco-free campus.
- Ogeechee Technical College was named the 2011 Technical College of the Year for the State of Georgia. Determined by meeting benchmarks in a variety of critical areas, Ogeechee Tech earned the top spot in the state system.
- In January 2013, classes began in the new Health Science Building-North which housed the Echocardiography, Opticianry, Radiologic Technology, and Sonography programs and included a modern biology lab and a tiered lecture/demonstration hall.
- Ogeechee Technical College was named a finalist for the 2013 Technical College of the Year award for the State of Georgia.
- In June 2014, Ogeechee Tech was accredited by the Southern Association of Colleges and Schools Commission on Colleges.
- In 2015, the College was once again named the Technical College of the Year.
- In 2016, Lori S. Durden became the 5th President of Ogeechee Technical College.
- Early in 2016 classes began in the new 60,000 square foot Natural Resources Building which housed programs such as Agribusiness, Fish and Wildlife Management, and the College's Adult

Education program. The building included various conference facilities. The Oak Room, a beautifully appointed ballroom, fast became the premier location in the area to hold events.

- In early 2017, the College's Foundation announced receiving its largest ever financial gift, when the Strickland Foundation of Evans County donated $500,000 for use in improving the lives of Evans County residents through education.
- 2018 saw the completion of the new Industrial Technology Building on the main campus in Statesboro and classes began in January of 2019. The building housed Logistics, Electrical, and Industrial programs, and also the College's Shipping & Receiving Services, Plant Operations, and Fleet Operations.
- A Commercial Truck Driving facility and range in Screven County was completed in Spring 2019, providing a boost to the College's capability to meet the demands of the trucking industry related to the expansion of the Port of Savannah.
- In 2020, a new state-of-the-art Practical Nursing studio was completed, as well as renovated space for the Early Childhood Care & Education program and the library in the north wing of the Joseph E. Kennedy building. That same year, the College entered the final stage of becoming a FANUC FAST robotics training site, the only FANUC training site in the state of Georgia.

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Mission

Ogeechee Technical College (OTC) is a unit of the Technical College System of Georgia located in Bulloch, Evans, and Screven counties. We are a public institution of higher education that provides a skilled workforce in the communities we serve.

OTC provides student-focused academic and occupational programs and support services for in-demand career fields at the associate degree, diploma, and certificate levels. We utilize traditional, hybrid, and distance education methodologies with innovative technologies in state-of-the-art facilities while supporting adult education, continuing education, and customized business and industry workforce training.

Vision

As an educational catalyst for economic prosperity, Ogeechee Technical College will meet regional workforce demands within a dynamic global economy.

Goals and Objectives

Goal 1:
Provide academic programs to serve the career needs of individuals and communities.

> **Objectives:**
> A. Expand and develop academic programs and offerings by identifying areas of unmet needs.
> B. Achieve and maintain applicable program accreditation and approvals.
> C. Provide and expand opportunities through virtual and online instructional delivery methods.
> D. Provide market standard program equipment and software to academic programs.
> E. Provide library services and resources to support academic programs.
> F. Expand opportunities for credit and non-credit students to continue their education by developing program articulation agreements.

Goal 2:
Provide infrastructure and technology to support teaching, learning, and administrative functions.

> **Objectives:**
> A. Maintain a plan for faculty, staff, administration, and students to have secure and reliable access to the information technology network at all times.
> B. Update/upgrade or replace equipment to reflect market standards.
> C. Provide campus-wide access to technologies that enhance student learning and meet administrative needs.
> D. Implement planned expansion and renovation projects as defined by the Master Campus Plan.
> E. Provide clean, adequate, safe buildings, and well-maintained grounds.

Goal 3:
Provide staff, services, and resources to promote student success.

> **Objectives:**
> A. Provide quality staff, services, and resources to recruit, enroll, retain, and graduate students.
> B. Provide student-focused support services to promote and facilitate a successful transition to college.
> C. Provide services to facilitate the transition of graduates from college to career.
> D. Provide programs, support services, and resources to encourage educational success for special populations students.

E. Provide activities, organizations, and clubs to encourage student engagement in the College community.
F. Provide a collaborative advisement process to encourage student success.
G. Provide resources and services that support students who are active military, veterans, and their families.

Goal 4:
Provide non-credit training programs and services to promote personal growth and economic development of business and industry.

Objectives:
A. Validate goals and objectives with the labor market and community needs.
B. Provide contract training and continuing education offerings to constituents.
C. Promote the Georgia Quick Start program and serve as the liaison with local business and industry.
D. Assist local development authorities, related governmental entities, and business and industry in promoting economic development opportunities.
E. Expand the delivery of adult education services in the communities we serve.

Goal 5:
Maintain a researched-based system of planning, assessment, and budgeting to achieve expected outcomes and demonstrate accountability.

Objectives:
A. Maintain a culture of assessment and accountability to ensure that decisions are data-driven and to strengthen the effectiveness and efficiency of all areas.
B. Utilize and maintain a web-based software system to document outcome assessments, improvements, planning, and budgeting.
C. Ensure that College policies and procedures align with the Technical College System of Georgia and other external agencies/organizations.

Goal 6:
Advance the College through developing partnerships and securing resources.

Objectives:
A. Develop fund-raising strategies to expand the base of annual, major-gift, and planned-gift prospects.
B. Increase resource development for scholarship opportunities.
C. Cultivate the College alumni association.
D. Expand grant writing activities for the College and the Ogeechee Technical College Foundation, Inc.

Goal 7:
Develop and implement initiatives which demonstrate fiscal responsibility and cost-effectiveness.

    Objectives:
A. Budget to make the best use of funds/resources available.
B. Employ comprehensive evaluation of fiscal management policies and practices and implement appropriate cost-containment measures.
C. Incorporate technological advances and expertise to enhance efficiency and effectiveness.
D. Maintain an accounting system that yields unmodified opinions from audits.

Goal 8:
Develop employees to maximize organizational effectiveness.

    Objectives:
A. Cultivate a diverse faculty and staff who support student-focused learning.
B. Continue to develop means for recognizing and rewarding achievement among faculty and staff.
C. Provide faculty and staff with ongoing professional development opportunities to acquire and maintain skills needed to deliver effective programs and services.
D. Strengthen communication among faculty, staff, and students.
E. Provide a healthy work-life balance.
F. Promote a campus climate that is fair, inclusive, and respectful.

Goal 9:
Promote and enhance the value, image, and visibility of the College.

    Objectives:
A. Maintain a marketing campaign that promotes the College brand and program areas.
B. Improve engagement on the College website, apps, and social media.
C. Encourage faculty, staff, and student participation in College and community activities and organizations.