



REID STATE TECHNICAL COLLEGE

2022-2025

Strategic Plan



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GROWING RELATIONSHIPS AND SERVICES THROUGH TEAMWORK AND COMMUNICATION

The 2022-2025 Reid State Technical College strategic plan, Growing Relationships and Services through Teamwork and Communication, came into fruition as Goal 6 of the previous strategic plan (2017-2021) started to become a realization. ASPIRE 2030, as all of us across the Alabama Community College System were asked to call the goal, required us to dig deep, dream big, and think outside the box.

But more importantly it compelled us to ask ourselves these questions,

“As an institution, as a campus, are we are best self?”

“What more must be done to meet the needs of our community?”

“Are we meeting the needs of our students through our products, services, and processes?”

And most importantly,

“As an educational institution, are we living our mission and vision?”

PROCESS OF CONTINUOUS IMPROVEMENT THROUGH SYSTEMATIC PLANNING

The 2022-2025 Reid State Technical College strategic plan is a four-year comprehensive and future-oriented look at the institution. Inviting external stakeholders to the conversation allowed us to see what others saw of the institution. Findings from the College's SWOT analysis, conducted as part of the ASPIRE 2030 goal of the 2017-2021 strategic plan, are reflected in this plan as well as other input from external stakeholders.

Over the next four years, the College's strategic planning committee will review data collected which is used to quarterly review and evaluate the goals and objectives of the strategic plan. Evaluating whether our strategies lead to our goals requires input of data collected from many different sources, quantitative and qualitative, for a true analysis of our path towards our intended goals. Therefore, an annual planning and assessment calendar is used to plan for the collection of data that is used to analyze the progress towards achieving the goals and objectives through the strategies indicated in the strategic plan. The Reid State Technical College Annual Planning and Assessment Calendar follows.

ANNUAL PLANNING AND ASSESSMENT: JANUARY - JUNE

January	February	March	April	May	June
Admissions/Enrollment/Student Affairs Committee Meeting	President's Cabinet Meeting (Goal Three; Goal Five)	1 st Qtr. Strategic Planning Committee Evaluation/Update	Annual Budget Hearings	Evaluate the written Plan for Determining the Effectiveness of Student Services (share results)	2 nd Qtr. Strategic Planning Committee Evaluation/Update
Documentation of Institution's Professional Development Opportunities for Faculty Plan	SACSCOC meetings	Evaluation of Operation and Maintenance of Physical Facilities/Technical Infrastructure and if applicable Distance Ed Infrastructure (make plan available)	Annual Unit Planning	Graduate Survey at Dress Rehearsal	Admissions/Enrollment/Student Affairs Committee Meeting
Evaluate the effectiveness of Media Services Plan	Safety Committee meets	Hospitality/Commencement Committee meets	Fall COE Placement & Follow-Up	President's Cabinet Meeting (Goal Three; Goal Five)	Annual Performance Evaluations

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			Activities (Goal Four)		
Hospitality/Commencement Committee meets	Spring Student Satisfaction Survey (Goal Three)	President's Cabinet Meeting (Goal Three; Goal Five)	President's Cabinet Meeting (Goal Three; Goal Five)	Public Relations/Marketing Committee meets	Close out Institutional Units in IE System (Goal Four)
Institutional Effectiveness meets with President		Review Adequacy and Improvement of Physical Facilities & Technical Infrastructure, and if applicable Distance Ed Infrastructure Plan	SACSCOC meetings	Safety Inspection of all Facilities	Enter New Year Outcomes in IE System (Goal Four)
President's Cabinet Meeting (Goal Three; Goal Five)		Review Maintaining/Replacing or Disposing of Obsolete Equipment plan	Spring College-Wide Advisory Meetings (share Strategic Plan)	Update Work-based activities/Instructional Plan	Evaluate Written Plan for Placement Services (share results)
Review recruitment materials and media for truthfulness and accuracy		Revise and document the Plan for the Protection of the Institution's Technical	Spring Graduate Survey / Graduate Workshops		President's Cabinet Meeting (Goal Three; Goal Five)

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		Infrastructure (make plan available)			
Safety Inspections of Instructional Equipment		SACSCOC meetings			Review of Recruitment Plan
Sick Leave Bank Committee meets		Spring Career Tech & Workforce Development Report Due (ACCS)			SACSCOC meetings
		Spring Course Evaluation Survey			Safety Committee meets
					Scholarship Committee meets
					Summer Student Satisfaction Survey (Goal Three)

ANNUAL PLANNING AND ASSESSMENT: JULY - DECEMBER

July	August	September	October	November	December
Attend COE Summer Conference	Annual Instructional Program Reviews	3 rd Qtr. Strategic Planning Committee Evaluation/Update	COE meetings	Attend COE Fall Meeting	4 th Qtr. Strategic Planning Committee Evaluation/Update
Evaluate the Plan for Addressing Student Retention (share results)	Credit Training Report Due (ACCS)	COE meetings	Employee Satisfaction Survey (Goal Three)	COE Annual Report & Improvement Plans (if applicable) (Goal Four)	COE meetings
Grievance Committee meets	Document Title IV Student Loan Default Management Plan	Evaluation of Health and Safety of Employees, Students, Guests to Maintain Readiness and Reporting and Investigating Incidents Plan (make plan available)	Fall College-Wide Advisory Meetings (share Strategic Plan)	COE meetings	Fall Graduate Survey / Graduate Workshops

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Perkins Report & Local Needs Assessment	Plan recruitment Activities (Goal Six)	President’s Cabinet Meeting (Goal Three; Goal Five)	Fall Student Satisfaction Survey (Goal Three)	College Policy Review Committee	President’s Cabinet Meeting (Goal Three; Goal Five)
President’s Cabinet Meeting (Goal Three; Goal Five)	President’s Cabinet Meeting (Goal Three; Goal Five)	Review of Follow-Up Plan	President’s Cabinet Meeting (Goal Three; Goal Five)	Fall Career Tech & Workforce Development Report Due (ACCS)	Summer COE Placement & Follow-Up Activities (Goal Four)
Retention Committee meets	Professional Development Committee meets		Safety Committee meets	Fall Course Evaluation Survey	
SACSCOC meetings	SACSCOC meeting		Update Organizational Chart	Perform Inventory	
Spring COE Placement & Follow-Up Activities (Goal Four)			Workforce Development Committee Meeting	President’s Cabinet Meeting (Goal Three; Goal Five)	
Summer Career Tech & Workforce Development Report Due (ACCS)					

Summer Course Evaluation Survey
Summer Graduate Survey / Graduate Workshops

STRATEGIC PLAN AND ANNUAL BUDGET PLANNING

During annual planning, each institutional unit will use the strategic plan as a foundation for ensuring alignment of individual institutional unit goals and objectives to the institutional strategic plan. Further, during annual budget hearings, each individual institutional unit will present how budget requests align with institutional goals and objectives.

REID STATE TECHNICAL COLLEGE: MISSION / VISION

MISSION:

Reid State Technical College is a degree-granting, two-year institution that provides quality academic and technical education to students from diverse backgrounds and abilities. The college promotes economic growth by preparing a qualified workforce for business and industry.

Reid State Technical College's mission and vision are still relevant guiding the college into 2025. Our mission and vision are at the center of our daily operations, and around which our strategic plan is rooted.

Vision:

Reid State Technical College will be the premiere, dynamic and innovative college that empowers learners, transforms lives and enhances communities in a globally competitive environment.

MISSION/VISION/GOALS



AT-A-GLANCE: FOUR-YEAR OBJECTIVES

G1: Enrollment	G2: Community Engagement / Workforce Development	G3: Communication	G4: Teaching and Learning	G5: Campus Development	G6: Institutional Development
O1: Develop efficient and effective enrollment management strategies that maximize and increase student enrollment.	O1: Support community vitality through building economic, business, and industry partnerships.	O1: Enrich internal communications.	O1: Each teaching and learning benchmark will be evaluated annually during the Fall COE Annual Report with additional strategies created based on each program in annual continuous review cycle.	O1: Increase internet speeds campus wide to desktop and mobile devices.	O1: Ensure non-profit status of RSC Foundation.
				O2: Increase security on campus.	O2: Raise awareness and excitement about the RSTC alumni membership opportunities and RSC Foundation.
				O3: Facilities renewals.	O3: Increase alumni membership.
	O2: Strengthen institutional advisory council participation by providing the opportunity for feedback and input beyond regularly scheduled Advisory Council meetings.	O2: Strengthen communications/connections with RSTC alumni.	O2: All Institutional units will develop, submit, and monitor annual institutional effectiveness planning benchmarks with strategies based on each unit purpose and on an annual continuous review cycle.	O4: Increase stakeholder comfortability in buildings 100, 400, and 600.	O4: Collaborate with RSC Foundation to implement fundraising activities.
		O3: Strengthen communications/connections with the RSC Foundation.		O5: Move Bookstore to Library.	O5: Secure community benefits for RSTC alumni.
				O6: Move maintenance shop to enable expansion of additional technical/academic programs.	
	O3: Develop and promote competitive athletic teams that invoke excitement and pride in RSTC.	O4: Enrich external communications.	O3: Each technical and academic program will receive at least an average rating of 70% from program graduate/completer employers in the following areas: Interpersonal/Interaction Skills; Oral and Written Communication Skills; Graduate's/Completer's Work Ethics; Critical Thinking Skills; Entry-Level Occupational Skills; Overall Quality of Education/Skills.	O7: Expand existing space for growing technical and future academic programs.	O6: To enhance financial resource by a level indicated by the College President on an annual basis.
				O8: Open a Workforce Incubator.	
				O9: Develop outside sitting areas/landscaping for students to gather between classes and visiting stakeholders.	O7: Augment technical and academic programs through supplemented financial resources.
				O10: Master Facility Plan.	

GOAL I: ENROLLMENT

Goal 1: ENROLLMENT – Reid State Technical College will increase institutional enrollment			
4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Develop efficient and effective enrollment management strategies that maximize and increase student enrollment.	Generate interest and excitement about RSTC and programs that address the workforce needs of the state and region through aggressive and robust social media and public relations campaigns.	<ul style="list-style-type: none"> Recruiter Director of Instructional Services/CTE Instructor Receptionist Director of Workforce Development/CTE Instructor Media Services/Public Relations Specialist 	RSTC will increase enrollment by 3% annually
	Advance and support relationships with community partners and stakeholders such as K12, Workforce Career Centers, and employers to provide pre-enrollment and career pathways.	<ul style="list-style-type: none"> Recruiter Director of Instructional Services/CTE Instructor Instructional Support Specialist Director of Workforce Development/CTE Instructor Dual Enrollment Coordinator/Research Analyst Division Chairs Adult Education Director Career Coach/Testing Coordinator Media Services/Public Relations Specialist 	
	Ensure customer service-oriented best practices throughout the pre-enrollment and enrollment process.	<ul style="list-style-type: none"> Dean of Students Admissions Student Support Specialist/Student Activities Coordinator Registrar Director of Instructional Services/CTE Instructor Director of Workforce/CTE Instructor Recruiter Dual Enrollment Coordinator/Research Analyst Career Coach/Testing Coordinator 	
	Guarantee best possible onboarding experience through utilization of personal and electronic contact with students.	<ul style="list-style-type: none"> Dean of Students Admissions Student Support Specialist/Student Activities Coordinator Registrar Director of Instructional Services/CTE Instructor Receptionist Director of Workforce/CTE Instructor Recruiter 	
	Anticipate and remove barriers to the enrollment process for potential and current student.	<ul style="list-style-type: none"> Dean of Students Registrar Admissions Student Support Specialist/Student Activities Coordinator Financial Aid Director Adult Education Director Director of Instructional Services/CTE Instructor Director of Workforce Development/CTE Instructor Dual Enrollment Coordinator/Research Analyst Career Coach/Testing Coordinator Recruiter 	

GOAL 2: COMMUNITY ENGAGEMENT / WORKFORCE DEVELOPMENT

G2: COMMUNITY ENGAGEMENT/WORKFORCE DEVELOPMENT – Reid State Technical College will produce highly qualified, skilled graduates and workers needed by our economic, business, and industry partners			
4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Support community vitality through building economic, business, and industry partnerships.	Increase participation in community events, economic endeavors, and local government activities.	<ul style="list-style-type: none"> • Student Services Specialist/Student Activities Coordinator • Faculty • Coordinator of Institutional Advancement (TBA) • Recruiter • Media Services/Public Relations Specialist • President 	A trend showing steady and increasing participation in events which RSTC participates, organizes, or sponsors from both RSTC employees and local community.
	Develop workforce partnerships that correspond with the institutional mission, vision, and theme to enhance graduate placement opportunities, and apprenticeships.	<ul style="list-style-type: none"> • Director of Workforce Development/CTE Instructor • Director of Instructional Services/CTE Instructor • Division Chairs • Faculty • Coordinator of Institutional Advancement (TBA) • President 	The addition of one new CEU/TEBI program and two new apprenticeships annually.
Strengthen institutional advisory council participation by providing the opportunity for feedback and input beyond regularly scheduled Advisory Council meetings.	Provide the Advisory Council with quarterly notices regarding institutional events, programmatic changes, and overall college updates.	<ul style="list-style-type: none"> • President • Director of Human Resources • Media Services/Public Relations Specialist • Receptionist • Coordinator of Institutional Advancement (TBA) • Cabinet 	Attendance of the college Advisory Council will be 80% annually.
Develop and promote competitive athletic teams that invoke excitement and pride in RSTC.	Apply to agencies for minimum for two competitive sports teams by May 2022.	<ul style="list-style-type: none"> • Director of Workforce Development/CTE Instructor • President • Coordinator of Institutional Advancement (TBA) 	Two competitive sports teams will be created by and competition start Fall 2023, first graduates to be seen Fall 2024 - Spring 2025.
	Recruit for three competitive sports teams beginning November 2022.	<ul style="list-style-type: none"> • Athletic Director (TBA) • Director of Workforce Development/CTE Instructor • President • Coordinator of Institutional Advancement (TBA) • Coaches (TBA) 	
	Begin first competitive sports games for both teams Fall 2023.	<ul style="list-style-type: none"> • Coaches (TBA) • Athletic Director (TBA) • Director of Workforce Development/CTE Instructor • President • Coordinator of Institutional Advancement (TBA) 	
	Reevaluate/implement athletic handbook/recruiting practices for competitive athletic teams.	<ul style="list-style-type: none"> • Athletic Director (TBA) • Coaches (TBA) • Recruiter • Director of Workforce Development/CTE Instructor 	

GOAL 3: COMMUNICATION

G3: COMMUNICATION – Reid State Technical College will provide regular and transparent internal and external communications to stakeholders

4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Enrich internal communications.	Advance transparency and communication through each institutional unit supervisor regarding college updates and changes driven from President's Cabinet, monthly meetings, quarterly meetings, or weekly meetings.	<ul style="list-style-type: none"> • President • Cabinet • Recruiter • Media Services/Public Relations Specialist 	Annual Employee Satisfaction Survey will show an overall 75% satisfaction rate with strategies used towards enriching internal communications.
	Promote spontaneous collaboration among departments supporting programs institutional goals, initiatives, and projects.		
Strengthen communications/connections with RSTC alumni.	Convey awareness of RSTC activities to the RSTC Alumni about the College's involvement in community engagement, economic endeavors, and local government activity that shape the future of the college.	<ul style="list-style-type: none"> • Coordinator of Institutional Advancement (TBA) • Recruiter • Receptionist • Media Services/Public Relations Specialist • Dean of Students • President 	Develop quarterly newsletter informing the alumni of the College's upcoming events, future plans, news, etc.
			Develop Alumni social media page to enable fast communication with this audience.
Strengthen communications/connections with the RSC Foundation.	Convey awareness of RSTC activities to the RSC Foundation about the College's involvement in community engagement, economic endeavors, and local government activity that shape the future of the college.	<ul style="list-style-type: none"> • Coordinator of Institutional Advancement (TBA) • Recruiter • Receptionist • Media Services/Public Relations Specialist • Dean of Students • President 	Develop quarterly newsletter informing the RSC Foundation of the College's upcoming events, future plans, news, etc.
			Develop RSC Foundation social media page to enable fast communication with this audience.
Enrich external communications.	Generate feedback from the community population and college stakeholders regarding college current activities, future plans, news, etc.	<ul style="list-style-type: none"> • Coordinator of Institutional Advancement (TBA) • Media Services/Public Relations Specialist • Dual Enrollment Coordinator/Research Analyst • Assistant Dean of Institutional Effectiveness 	Develop and conduct annual surveys designed to obtain feedback on college activities, future plans, news, etc. to share results with interested community and stakeholders.
	Distribute new themed marketing materials, and commercials designed to boost awareness of the college.	<ul style="list-style-type: none"> • Media Services/Public Relations Specialist • Receptionist • Recruiter • Dual Enrollment Coordinator/Research Analyst • Career Coach/Testing Coordinator • All Faculty 	Increased awareness of college reflected in "how did you hear/know about RSTC" survey question targeted to breakdown the type of media with the higher success rate reaching potential students.
	Cultivate a comprehensive marketing and public relations plan that enhances the College's awareness within the community.	<ul style="list-style-type: none"> • Media Services/Public Relations Specialist • Coordinator of Institutional Advancement (TBA) 	Develop a new comprehensive marketing and public relations plan by Spring 2023.

GOAL 4: TEACHING AND LEARNING

G4: TEACHING and LEARNING – Reid State Technical College will use benchmarks of accreditation and graduate employer surveys for evaluation and development of strategies for continuous improvement of programs

4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Each teaching and learning benchmark will be evaluated annually during the Fall Institution Annual Report with additional strategies created based on each program in annual continuous review cycle.	Each technical and academic program will maintain a minimum graduation/completion rate of 60%.	<ul style="list-style-type: none"> All Faculty Director of Instructional Services/CTE Instructor Instructional Support Services Registrar Career Coach/Testing Coordinator Student Success Coach/Academic Advisor (TBA) Dual Enrollment Coordinator/Research Analyst Assistant Dean of Institutional Effectiveness Dean of Students Director of Human Resources Recruiter 	Finished Fall Institution Annual Report and any required program improved plans implemented.
	Each technical and academic program requiring licensure will maintain a minimum licensure rate of 70%.	<ul style="list-style-type: none"> Nursing Faculty Commercial Truck Driving Faculty Director of Instructional Services/CTE Instructor Career Coach/Testing Coordinator Dual Enrollment Coordinator/Research Analyst Assistant Dean of Institutional Effectiveness Dean of Students Director of Human Resources 	
	Each technical and academic program will maintain a minimum placement rate of 70%.	<ul style="list-style-type: none"> All Faculty Director of Instructional Services/CTE Instructor Instructional Support Services Student Success Coach/Academic Advisor (TBA) Director of Workforce Development/CTE Instructor Career Coach/Testing Coordinator Dual Enrollment Coordinator/Research Analyst Assistant Dean of Institutional Effectiveness Dean of Students Director of Human Resources 	
All Institutional units will develop, submit, and monitor annual institutional effectiveness planning benchmarks with strategies based on each unit purpose and on an annual continuous review cycle.	Each instructional, academic, and administrative unit will meet their unit planning benchmarks as input into the institutional effectiveness planning system for each academic planning year.	<ul style="list-style-type: none"> All Administrative Units All Instructional Units All Academic and Student Services Units 	Institutional Effectiveness Unit Planning System Annual Report Outcomes closed out each Summer Semester and adjustments to next cycle made as needed.
Each technical and academic program will receive at least an average rating of 70% from program graduate/completer employers in the following areas: Interpersonal/Interaction Skills; Oral and Written Communication Skills; Graduate's/Completer's Work Ethics; Critical Thinking Skills; Entry-Level Occupational Skills; Overall Quality of Education/Skills.	Employer surveys will be sent every semester to employers reported by graduates/completers and feedback given to the Director of Instructional Services/CTE Instructor.	<ul style="list-style-type: none"> Dual Enrollment Coordinator/Research Analyst Career Coach/Test Coordinator Assistant Dean of Institutional Effectiveness 	Each technical and academic program will receive at least an average of 70% from program graduate/completers employer surveys for the academic year (summer-spring).

GOAL 5: CAMPUS DEVELOPMENT

G5: CAMPUS DEVELOPMENT – Reid State Technical College will address deferred maintenance and create a 21st-Century teaching, learning, and student-centered environment.

4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Increase internet speeds campus wide to desktop and mobile devices.	Install new fiber lines on campus for increased internet speeds and update network switches and servers on campus.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • Network/Server Administrator - CORRECT • President - ADDED 	Increased internet speed campus-wide with more robust network switching for classroom and lab room activity and assignments.
Increase security on campus.	Install security cameras campus-wide.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • President - ADDED • Maintenance Supervisor - ADDED • Maintenance Technician - ADDED • Maintenance Technician - ADDED 	Increased security on campus.
Facilities renewals.	Construct new security building more centrally located on campus to provide better monitoring of campus activity.		Modern energy efficient facilities.
Increase stakeholder comfortability in buildings 100, 400, and 600.	Update all restrooms facilities across campus, some lighting, and flooring.		The bookstore becoming part of the "One-Stop Shop" theme for the designated portion of the library building.
Move Bookstore to Library.	Replace passed end of life HVAC systems throughout buildings 100, 400, 600 with environmentally efficient systems based on demand-need programmable systems.		Increase access to available classroom square footage.
Move maintenance shop to enable expansion of additional technical/academic programs.	Remodel/build out library space to allow for relocation of bookstore.		
Expand existing space for growing technical and future academic programs.	Construct new workshop building for maintenance department on available land behind campus away from current campus buildings.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • President - ADDED 	A step-back look at how the campus is used compared to how the campus could be used to accommodate program growth or addition of new programs.
Open a Workforce Incubator.	Campus-wide utilization study.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • President - ADDED • Coordinator of Institutional Advancement • Director of Instructional Services/CTE Instructor 	A community facility where shared-cost administrative services are available to businesses that may lack the capital to hire a full administrative staff or other technical employees which then offers supervised work-based learning opportunities to program students at Reid State Technical College.
Develop outside sitting areas/landscaping for students to gather between classes and visiting stakeholders.	Secure grant funding for the founding of the incubator and incorporate Reid State Technical College program students within the shared-services as a work-based learning opportunity.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • President - ADDED • Maintenance Supervisor - ADDED • Maintenance Technician - ADDED • Maintenance Technician - ADDED 	Create an inviting campus atmosphere for students and visiting stakeholders.
Master facility plan.	Work with contracted architectural firm to create outside sitting areas and landscaping that is inviting to students and visiting stakeholders.	<ul style="list-style-type: none"> • Director of Accounting/Facilities • Coordinator of Facility Projects (TBA) • President - ADDED 	Updated master facility plan.

GOAL 6: INSTITUTIONAL ADVANCEMENT

G6: INSTITUTIONAL ADVANCEMENT – Assure the long-term strength and stability of Reid State Technical College by enhancing financial resources

4-year OBJECTIVES	STRATEGIES	ACCOUNTABILITY	DESIRED OUTCOME
Ensure non-profit status of RSC Foundation.	Seek 501(c) status.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Director of Accounting/Facilities 	Realization of 501(c) status for the RSC Foundation.
Raise awareness and excitement about the RSTC alumni membership opportunities and RSC Foundation.	Develop marketing materials aimed at recruiting alumni and informational materials about the purpose of the RSC Foundation.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Media Services/Public Relations Specialist Dual Enrollment Coordinator/Research Analyst Dean of Students Student Services Specialist/Student Activities Coordinator 	Realization of developed materials aimed at recruiting alumni and informational materials about the purpose of the RSC Foundation.
Increase alumni membership.	Regularly scheduled alumni recruitment events.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Media Services/Public Relations Specialist Dean of Students Student Services Specialist/Student Activities Coordinator 	Increase alumni memberships by 35 current students, 50 graduate students, and 10 lifetime memberships annually.
Collaborate with RSC Foundation to implement fundraising activities.	Coordinate regular meetings with RSC Foundation members to plan and hold fundraising events which benefit RSTC and ensure the community is aware of the scheduled events.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Media Services/Public Relations Specialist Director of Accounting/Facilities Dean of Students Student Services Specialist/Student Activities Coordinator Maintenance Supervisor Maintenance Technician Maintenance Technician Director of Instructional Services/CTE Instructor Fiscal Accountant/Cashier Director of Human Resources Payroll Accounting Clerk Director of Workforce Development/CTE Instructor 	Track data regarding each fundraising event: date, attendance, nature of event, total revenue.
Secure community benefits for RSTC alumni.	Work with local businesses to offer discounts to RSTC alumni.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Media Services/Public Relations Specialist Maintenance Supervisor 	List of those businesses and what discounts or offers they provide to RSTC alumni.
To enhance financial resource by a level indicated by the College President on an annual basis.	Establish annual fundraising goals to be approved by the college President.	<ul style="list-style-type: none"> President Coordinator of Institutional Advancement (TBA) Assistant Dean of Institutional Effectiveness Director of Accounting/Facilities 	The President/Assistant Dean of Institutional Effectiveness will evaluate this objective/strategy on an annual basis as overall institutional goals are developed.
Augment technical and academic programs through supplemented financial resources.	Secure grant opportunities for academic and technical programs that allow for expansion and/or support of current programs and creation of new programs, or institutional activities.	<ul style="list-style-type: none"> Coordinator of Institutional Advancement (TBA) Director of Accounting/Facilities President Cabinet 	Receipt of grant approval letters, increase in award amounts by a certain percent as set by the President annually, and purchase of items needed for program expansion, new program start-ups, or institutional activities.