Office of Academic Affairs

Strategic Plan

2008-2013
ACADEMIC AFFAIRS MISSION STATEMENT
Academic Affairs provides excellent academic leadership for the College’s students, faculty and staff through continued development and support of a quality academic infrastructure and mutually beneficial community partnerships.

SWOT ANALYSIS

**Strengths**
- Small class size
- Classroom technology
- Various community partners
- Dedicated faculty
- AMC is a member of USG system
- Quality education
- New Academic Affairs organizational structure
- Low tuition cost

**Opportunities**
- Develop a Continuing Education program
- Development and implementation of an Entrepreneurship Center
- Development and implementation of a Center for Excellence in Teaching/Learning
- Securing Grants (Title III, Science, HFA, etc.)
- Identifying and partnering with additional agencies (2+2 Programs)
- Creation of new certificate programs

**Weaknesses**
- Reduced state funding
- Limited space (classroom, programming)
- Academic support center
- Low 34 Peachtree enrollment
- Large faculty advising loads
- Divisional class scheduling
- Customer service
- Student entrance preparation
- Increased number of adjuncts
- Lack of reward structure & faculty compensation
- Lack of endowment

**Threats**
- Possible decrease in student enrollment
- Low success rates on Regent’s tests
- New Learning Support recommendations
- Competition from other institutions
- Lack of knowledge about AMC & the college’s potential
- Need for new faculty
- Fiscal uncertainties
STRATEGIC PLAN

STRATEGIC PLAN Goal II – Increase student enrollment and retention rates

Objective(s):

By the end of 2012, Academic Affairs will improve and strengthen academic advising through the use of Degree Works (advising software).

By the end of 2013, the student retention rate will be above the sector average.

By the end of 2012, the Academic Support Center will engage in a program review. Sub-objective: By the end of 2013, the Academic Support Center will implement strategies identified through the program review process to develop improved academic support services.

Metrics: Student surveys and empirical data of retention and graduation data.

Goal III - Provide an affordable, high quality education for economically disadvantaged, educationally gifted, and promising students

Objective(s):

By the end of 2013, Academic Affairs will hire and retain qualified faculty staffing levels comparable to other similar institutions.

By the end of 2013, Academic Affairs will provide and promote faculty and staff development and training through workshops, conferences and other Center for Teaching and Learning activities.

Metrics: Empirical data of number of faculty and programming activities.

Goal IV - Ensure effective and efficient educational programs and academic services that meet student and market demands.

Objective(s):

Each semester, Academic Affairs will systematically assess courses and program effectiveness by using student course evaluations.

By the end of 2013, Academic Affairs will review and modify all common course syllabi in all core courses.

By the end of 2013, Academic Affairs will engage in program review of all Learning Support courses.
Sub-objective: By the end of 2013, success rates on the COMPASS will increase by 10%. [Starting baseline is spring 2011]

Metrics: Student Course Evaluations and Pass rates on standardized tests.

**Goal VI - Develop outreach initiatives, improve public awareness and public relations**

Objective(s):

By the end of 2013, Academic Affairs will assess the effectiveness of the Center for Entrepreneurship.

By the end of 2013, Academic Affairs will expand continuing education offerings by adding more professional, computer, academic preparation and recertification courses.

Metrics: Client surveys, number of center for entrepreneurship clients and continuing education course offerings.

**Goal VII – Develop collaborations and partnerships**

Objective(s):

By 2013, Academic Affairs will develop effective new pre-college programs (Pre-Mat and Near Peer).

Number of participants and satisfaction surveys
By 2013, Academic Affairs will increase number of grant proposals to funding agencies. [Starting baseline is spring 20011].

Metrics: Number of student participation in new program endeavors, student surveys and increased grant funding.