The Strategic Planning survey was administered during the fall of 2015. The survey was utilized as an assessment to determine the strategic planning needs of Northeast State Community College for the time period of 2015-2025. The data collection process for the survey consisted of two methods, an online survey and focus groups. The online survey was posted on the College’s Web site and was open to both internal and external constituents. Additionally, the president held focus groups with all units of the College, and all personnel were invited to attend. Focus group responses as well as online survey responses were labeled as administration, faculty/staff, community member, and student.
Most Common Themes of the Strategic Planning Survey
Research, Analytics, and Planning

Common Themes

<table>
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<tr>
<th>Top Five Themes</th>
<th>Administration/Staff Member</th>
<th>Community Member</th>
<th>Faculty Member</th>
<th>Student</th>
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Research, Analytics, and Planning

Important Focal Points

- TN Promise for students (overall process)
- Continued technological advancement and training for faculty and students (iPads)
- Perception of a need to improve lines of communication throughout the college
- Our constituents feel community is important and we should continue to foster relationships/partnerships with the community
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q1: What are the critical things Northeast State needs to achieve and/or sustain?

- Increase communication among all constituents
- Increase diversity
- Job placement
- Maintain relationships and partnerships among community and businesses
- Maintain TN Promise
- Maintain, increase, and make best use of technology (better Wi-Fi)
- Provide quality educational programs
- Retention coach
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q2: How will our service area and environment change in the next 10 years?

- Decrease in poverty level
- Emphasis on career programs
- Increase in diversity
- Increase in technological adept faculty
- Increase in technology
- More online courses
- Population growth
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q3: How can we encourage innovation and be more responsive to change?

- Better communication (internal and external)
- Continued training
- Improve technology (Wi-Fi and ITV)
- Increase support
- Involve community and build relationships
- Keep current with technology
- Proper planning
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q4: What structure and/or polices need to change to promote flexibility and collaboration?

- Afterhours technology support
- Cross-training
- Flexible work schedules
- High school collaboration
- Simplify travel submission and online forms
- Streamlined program approval
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q5: How can we leverage technology?

- Adequate staff
- Maximize existing resources
- Mentors
- More training
- Networking
- Stronger infrastructure
- Updates to current tech (computers, ITV)
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q6: What strategies can we employ to increase the enrollment and retention of our underrepresented populations?

- Provide mentors
- Online courses
- Continue TN Promise
- Retention mentors
- Daycare
- Increase diversity
- Collaboration with high schools
- Better marketing what we offer
- Work with local businesses
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q7: What changes to our master plan (facilities planning) will help us achieve our mission?

- Centralize IT
- Continue to upgrade technology
- Expansion (student center)
- Expansion of health related offerings
- Food court
- More faculty offices
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q8: What do we need to stop doing?

- Duplication of online forms
- Stop taking classroom space
- Traveling to meeting when we can use technology
- Utilizing closed Wi-Fi
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q9: What are our students and external constituents saying about Northeast State that we need to pay more attention to?

- Employees are friendly
- Reputation has grown
- Students are confused about TN Promise
- Students are well prepared for four year universities
- We care about our students
Research, Analytics, and Planning

Administration/Staff Member

Common Themes:
Students, Technology, Faculty/Staff, Community, and Communication.

Q10: What changes, if any do we need to make to our mission, vision, or values?

- More focus on community relationships
- More focus on students success
Common Themes:
Students, Technology, Community, Programs, and Education.

Q1: What are the critical things Northeast State needs to achieve and/or sustain?

- Affordability
- Career Preparedness
- Good reputation
- Graduation rates
- Increase Health related offerings
- New programs
- Retention
Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q2: How will our service area and environment change in the next 10 years?

- JC big difference
- More online classes
- Nursing market changes due to health system mergers
Research, Analytics, and Planning

Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q3: How can we encourage innovation and be more responsive to changes?

- Increase tutoring offerings
- Innovation labs
- Online courses
- Open dialogue with community and businesses
- Utilize advisors specific for work area concentration
Research, Analytics, and Planning

Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q4: What structures and/or policies need to change to promote flexibility and collaboration?

- Career days
- Health related emphasis
- Training of students for workforce
Research, Analytics, and Planning

Q5: How can we leverage technology?

- Decrease book costs
- Hands on experience
- Increase community awareness
- Skills taught specific to program major
- Trends and shifts in social media
- Work with area High Schools
Q6: What strategies can we employ to increase the enrollment and retention of our underrepresented populations?

- Advertising
- Innovation
- Mentoring
- Multicultural representation
- Outreach to large corporations
- TN promise
- Tuition assistance
- Use social media
- Work with High Schools
Research, Analytics, and Planning

Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q7: What changes to our master plan (facilities planning) will help us achieve our mission?

- Building additions will enhance environment
- Increase signage
- Tech friendly buildings
Research, Analytics, and Planning

Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q8: What do we need to stop doing?

- Get rid of studies that have little or no value
- Slow down expansion
Research, Analytics, and Planning

Q9: What are our students and external constituents saying about Northeast State that we need to pay more attention to?

- Customer service
- How great programs are
- Office tech students lack necessary skills
- Overall positive
- Positive stakeholder support and involvement
Research, Analytics, and Planning

Community Member

Common Themes:
Students, Technology, Community, Programs, and Education.

Q10: What changes, if any, do we need to make to our mission, vision, or values?

➢ Emphasize meeting needs of community
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q1: What are the critical things Northeast State needs to achieve and/or sustain?

- Access to technology and technology support
- Business Partnerships
- Diversity among students and staff
- Expand advanced education programs
- Funding
- Graduation Rates
- Keep curriculum up to date.
- More developmental courses in HS
- Quality Education Programs
- Retention
Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q2: How will our service area and environment change in the next 10 years?

- Growth in general
- Health system merger
- More housing
- More non-traditional students
- More students attending college
- More technology
- Online classes
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q3: How can we encourage innovation and be more responsive to change?

- Diversity
- Increased collaboration
- Listen to students
- Maintain current technology
- New approaches to pedagogy
- Retention
Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q4: What structures and/or policies need to change to promote flexibility and collaboration?

- Departmental collaboration and cooperation
- Give faculty more of a voice
- More student input
- Teaching schedules
Research, Analytics, and Planning

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q5: How can we leverage technology?

- Access to training
- Better Wi-Fi
- Development of critical thinking skills among students
- Knowledge of best practices
- Methodical implementation
- Soft skills
- Use of variety of technology
Q6: What strategies can we employ to increase the enrollment and retention of our underrepresented populations?

- Childcare
- Community events on campus
- Expansion and innovation
- Faculty to local functions
- Fulltime faculty teaching first semester courses
- Mentoring
- Recruitment
- Student involvement
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q7: What changes to our master plan (facilities planning) will help us achieve our mission?

- Classroom accessibility
- Cutting edge technology
- Listen to faculty
- Need for faculty offices
- New science equipment
- Renovation
- Sports teams
- Student Center
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q8: What do we need to stop doing?

- Accepting absences from students
- Hiring
- Lack of communication
- Lack of input for decisions
- Letting student redo work
- Use of old curriculums
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q9: What are our students and external constituents saying about Northeast State that we need to pay more attention to?

- Affordability
- Competency of all instructors
- Compliments
- Need for online textbooks
- Some programs outdated
Research, Analytics, and Planning

Faculty Member

Common Themes:
Students, Technology, Faculty, Community, and College Courses.

Q10: What changes, if any, do we need to make to our mission, vision, or values?

- Career life
- Continue quality education
- Diversity
- Needs of students
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking

Q1: What are the critical things Northeast State needs to achieve and/or sustain?

➢ Advancement of technology
➢ Affordability
➢ Continue EDE
➢ More activities and club involvement
➢ More night class availability
➢ New facilities
➢ Parking
➢ Quality
➢ Renewable energy
➢ Safety
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q2: How will our service area and environment change in the next 10 years?

- Expansion of parking
- Growth
- Increased businesses
- More focused on students
- More online courses
- More strain on environment
- Technological upgrades
Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q3: How will our service area and environment change in the next 10 years?

- Adopt latest tech
- Degrees that are appealing to job market
- Listen to students
- More tech in classrooms
- Teach instructors how to utilize technology
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q4: What structure and/or polices need to change to promote flexibility and collaboration?

- Instructor training
- More course offerings (Online)
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q5: How can we leverage technology?

- Expand technology
- Investment
- Use of infrastructure
- Use of variety of tech and tech companies
Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q6: What strategies can we employ to increase the enrollment and retention of our underrepresented populations?

- Communication
- Diversify faculty
- EDE
- Financial assistance
- Increase aesthetics on campus
- Mentoring
- TN Promise
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q7: What changes to our master plan (facilities planning) will help us achieve our mission?

- Daycare
- Fees
- Focus on student success
- Parking
Research, Analytics, and Planning

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q8: What do we need to stop doing?

- Get rid of unneeded courses
- Teachers allowing bad behavior
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q9: What are our students and external constituents saying about Northeast State that we need to pay more attention to?

- Affordability
- Good experience
- Lack of knowledge about technology
- More courses
- Positive
Research, Analytics, and Planning

Students

Common Themes:
Students, Courses, Technology, Campus, and Parking.

Q10: What changes, if any, do we need to make to our mission, vision, or values?

- Listening to students
- None necessary
- School motto