2015-2020
Strategic Plan
Midterm Report
BOLDLY ENGAGING...
Boldly Engaging… with those words we launched the 2015-2020 Strategic Plan for State College of Florida, Manatee-Sarasota (SCF) three years ago. Our goal was to Boldly Engage our students, community, faculty and staff, and donors to create a future for the next five years and beyond that would allow the College to grow, adapt and achieve.

Our four strategic priorities included bold goals that reflected the projected rapid growth of our community, the changing educational needs of our students and employers, and the desire to position the College in a central role in the economic, educational and cultural life of our community.

The seven enabling strategies represented the things we needed to do to achieve our strategic priorities. Each enabling strategy contributes to multiple priorities and allows us to progressively accomplish our strategic plan and build a better, more impactful SCF.

This midterm report provides a status on our progress in accomplishing our four strategic priorities and seven enabling strategies. We have recorded several signature accomplishments but still have much work to do in the plan’s final two years. This report presents an honest and transparent assessment of the progress we have made and acknowledgement of the challenges that lie before us.

In addition to providing a status update, this report also refreshes our invitation to Boldly Engage with SCF. The priorities we set for SCF complement those of our community partners. The character, quality and content of the higher education we provide our students is reflected by our community’s success and prosperity.

In 2015 we committed to creating a plan that was bold. Our purpose was to set bold goals that, if accomplished, would position SCF for success in the next five, 10 and 20 years as our community expands. Bold goals are not easily accomplished but incredibly worthwhile to pursue and achieve. Please enjoy this midterm report and let me know your thoughts on how SCF can continue to Boldly Engage to accomplish these priorities.

Dr. Carol F. Probstfeld
President, State College of Florida
Three years ago, State College of Florida, Manatee-Sarasota launched its 2015-2020 Strategic Plan to Boldly Engage its two-county region and confirm the College’s central role in our community. Consisting of four strategic priorities and seven enabling strategies, the plan has been widely communicated and shared with community members, College faculty, staff and students, and prospective students and donors. A summary of accomplishments and an assessment of the progress SCF has made in accomplishing the goals of the plan follows.
Actions in the plan’s first year set the conditions to accomplish the plan’s priorities over the next four years. SCF completed Enabling Strategy #1, an organizational structure review, which yielded many recommendations for staffing and institutional structure, and led to high-impact hires of new directors in Information Technology and Communications and Marketing. The College greatly expanded its workforce offerings by adding five new degrees and four certificates in response to regional employment demands. The SCF Foundation began its first-ever Capital Campaign to address the College’s facility and infrastructure needs.

SCF made great progress in the second year of its Strategic Plan. Signature accomplishments included the launch of three flagship academic programs at SCF Venice (Honors Program, Accelerated Dual Enrollment and Gator Engineering at SCF), the construction and fundraising for the new Library & Learning Center at SCF Bradenton, entering into the FUSE guided degree pathway agreement with the University of South Florida system, and numerous improvements to the College’s efforts to recruit, retain and graduate students.

SCF took actions in the third year of the Strategic Plan to create a presence in northeast Manatee County by purchasing 74 acres in Parrish for a new campus. The College began to upgrade its Banner enterprise-resource-planning (ERP) software system to version 9 to greatly improve the student experience and created a responsive on-campus call center. SCF opened its new Library & Learning Center at SCF Bradenton and made strong fundraising progress on the Foundation’s Capital Campaign. The first Leadership Academy trained eight future campus leaders on College operations.
STRATEGIC PRIORITY:
Ensure that SCF programs are available to students in all geographic locations of our service region.

- SCF purchased a 74-acre parcel of land in Parrish in 2017 to create a physical presence east of I-75 and north of the Manatee River for a future campus.
- SCF launched three flagship programs in 2017. Gator Engineering at SCF, the Honors Program and the Accelerated Dual Enrollment Program gave SCF Venice unique signature programs to spur growth and meet the needs of south Sarasota County.
- The College actively managed its online course schedule to ensure that courses and sections were available based on demand, and increased the percentage of individual degree and certificate programs offered online to enable students with time and place constraints to pursue their higher education goals.
- SCF created a Weekend College Associate in Arts degree program at SCF Lakewood Ranch for working individuals who cannot attend classes during the week. The first students enrolled in Fall 2018.
- The College chose not to centralize its Health Science programs after careful study. SCF’s highly acclaimed nursing, radiography, dental hygiene, physical therapist assistant and occupational therapy assistant programs are all demonstrating sustained, measurable success in their current locations.
Implement Virtual Online Campus

Increase physical presence east of I-75 and north of the Manatee River

Increase SCF Venice flagship programs

Centralize Health Science Programs

We need to be innovative and deliver cutting-edge education where our neighbors work, live and play.
SCF successfully began the upgrade of the student modules of the Banner ERP system to version 9 to provide students with a smooth, modern experience via mobile, portal or self-service interfaces to manage their class schedule and administrative requirements.

SCF implemented a formalized on-campus call center in 2017 to enhance student recruitment and retention, increasing the on-campus live phone call response rate from 44 percent to 89 percent.

SCF developed and implemented an automated process to award certificates embedded in A.S. degree pathways to increase the number of workforce-ready credentials students can earn.

The College implemented a national best-in-practice, assigned-advisor model to enhance student retention and completion, providing consistency and familiarity in each student’s academic planning.

SCF joined the FUSE program with the University of South Florida system in 2017. The program defines 18 B.A./B.S. degrees with full articulation and completed academic pathways.
The greatest challenge a student should encounter at SCF is the academic rigor in the classroom, not navigating the processes it takes to get there.

- Increase student enrollment, retention and completion rates
- Increase job placement and continuing education rates
- Increase investment in technology solutions and skill development

80% 80% 60%
STRATEGIC PRIORITY:

Aggressively engage faculty/program managers/business and community leaders in collaborative curriculum development from start to implementation for programs that are rapidly responsive to workforce needs.

SCF launched multiple workforce programs in concert with local advisory groups made up of industry professionals to address the region’s workforce needs. In 2016 the College added five two-year A.S. programs and four certificate programs that meet local employment needs.

SCF developed the “BSNin4” program in 2018 to create a four-year nursing program encompassing the ASN and BSN degrees, providing an additional nursing degree pathway for area students and addressing local hospital demand for nurses with BSNs.

The College created an Innovation Grant in 2017 to encourage faculty and staff to develop creative and collaborative curriculum, internships and real-world classroom projects in conjunction with industry partners.

The SCF Career Resource Center implemented the online Handshake program in 2018 to assist students with internship opportunities and connect them with employers seeking interns and employees.

SCF hired a Vice President for Planning, Institutional Effectiveness and Research in 2017 to move the College forward in its ability to collect and disseminate accurate data, and train faculty and staff in its use.
We will bring the workplace into the classroom to create skills-based education to prepare students for real jobs in real companies in Manatee and Sarasota counties.

- Increase demand-driven workforce program offerings
- Increase internships
- Reward creative and collaborative curriculum development
- Increase expertise in data analysis and use, performance management and project planning
The College’s Communications and Marketing Department improved media relations and social media efforts, and diversified marketing and advertising options to increase brand awareness of SCF in the community, resulting in enrollment and fundraising gains.

Eight members graduated from the first SCF Leadership Academy class in 2018 by completing a curriculum and group project designed to create a greater awareness of higher education and institutional operations.

SCF faculty and staff demonstrated their value to the community by providing expertise from their individual disciplines and professions through media engagements and community presentations at a rapidly increasing rate through the first three years of this Strategic Plan.

The SCF Foundation began its first-ever capital campaign – Engage Tomorrow Today – in 2017 and exceeded its $1 million goal for technology upgrades to the Library & Learning Center. The Foundation also has raised $1.2 million of the $3.5 million needed for the Studio for the Performing Arts and provided technology upgrades to the Gator Den at SCF Venice.

SCF built the new Library & Learning Center at SCF Bradenton at a cost of $226 per square foot, which is 26 percent lower than the Florida Department of Education average cost of $305 per square foot.
SCF will become the region’s higher education investment of choice by demonstrating a strong return on investment for your time and financial support.

- Increase brand awareness
- Increase faculty, staff and administrator recruitment, training and retention
- Boost public demand for SCF experts
- SCF delivers a powerful return on investment
ENABLING STRATEGIES:
TO ACHIEVE STRATEGIC PRIORITIES

- Organizational Structure Review
- Physical Infrastructure Vision
- Recruit and Retain Students
- Technology Master Plan

PROGRESS

1 2 3 4 5

60%
Marketing and Communication Plan

Professional Development and Support

Data-driven, decision-making culture
IN THE NEWS:

MAKING HEADLINES

Rex Willis
Instructor

He was trained in an environment that eschewed the use of science fiction or fantasy. His education was grounded in the principles of science, which he continues to apply in his teaching.

IN THE NEW S:

MAKING HEADLINES

School of Life
BY GRIEG FERGUSON / STAFF WRITER

March 02, 2018

Carol Probstfeld has been the president of State College of Florida since 2013.

Thats a new library on campus, but its not filled with books.

Books only account for about 20% of the space in the new library. The library is a pivotal component of State College of Florida, Manatee-Sarasota's Bradenton campus. Its a reflection of the library as a different kind of work and a different kind of school. Its a school that feels like a big, wide-open space, and it shows that there is a lot of space, to meet the changing demands and needs of students.

SCFs library is a place where students from a variety of walks of life traditional high school students or 24- year-old returning to college will come to study, to work, and to learn.

Before the school broke ground on the library in October 2016, SCF President Carol Probstfeld says she and her staff predicted focus groups with students and faculty from about 50% would result.

The result is a $500,000 new space with a 360-degree visualization studio, a film production suite, a 200-person lecture room, a community room, and the largest building at SCF's Bradenton campus, built at $17.9 million in state funding, and $1 million raised locally for the Library's technology.

ITs not meant to be a quiet library. Its meant to be an interaction between businesses, students, and faculty with space to each group. The Library is also symbolic for the overall design of SCF to be the community's college, a place that helps individual students on their personal paths and responses to world events.

Its an evolution.

Model UN Team at SCF, Manatee-Sarasota
Win Awards

SCF team won two team awards and one individual award.

The team received a Best Position Paper award for their performance and an Honorable Delegation award for their performance at the conference, a particularly noteworthy achievement as six of the seven students were participating in Model UN for the first time.

Hometown Heroes

He's the father of a famous NFL player. Now he's a Hall of Famer.

BY JASON BILL
jbill@sunherald.com

Stanley Cronartie recently was inducted into the Florida Junio College Hall of Fame.

Cronartie played basketball at the State College of Florida when he was called Manatee Junior College in the early 1960s. He led SCF to a state title in 1962-63, and was an honorable mention All-State player for the 1961-62 season.

Cronartie, who is the father of NFL free-agent corner Amari Cooper and former NFL player Stanley Cronartie, was selected as a first-team All-American in 1962. He was named the National Basketball Association Player of the Year in 1963.

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SCF Strategic Plan 2015-2020 Midterm Report

16-year-old trombonist will play new tunes on his dad's old horn

Summer of jazz

Economic Impact Report Shows SCF Contributes $432 Million to Area

That impact represents 1.5 percent of the total regional economy.

An economic analysis of State College of Florida, Manatee-Sarasota’s (SCF) impact on its service area shows that the college has a total annual impact of $432.4 million. The economic impact study analyzed operations, student spending and the effects of alumni to calculate the economic impact.

SCF generates more in tax revenues than it takes, serving a range of industries, supporting local businesses, and remains an important employer in the region. Students benefit from increased earnings, taxpayers benefit from a larger economy and lower social costs, and the community benefits from increased job and investment opportunities, higher business revenues and an eased tax burden.

EMSI, a leading provider of economic impact studies and labor market data to educational institutions, workforce planners and regional developers, developed this report for SCF. For more information, visit SCF.edu/Administration/InstitutionalResearch/economic-impact-study.asp.

SCF’s Athletic Revenues Named to National Executive Council List

States who are playing host to the 2015 NCAA Division II Women’s National Championship (NATTC) are the Georgia College & State University, the University of Tampa, the University of Findlay and the University of West Florida. The university has also been named a national champion in both the men’s and women’s divisions of the NCAA Basketball Championship. The university has also been named a national champion in both the men’s and women’s divisions of the NCAA Basketball Championship.

College School students get a closeup with Senegal

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The college is located in the heart of the city of St. Petersburg, Fla., and is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. The college is home to the Tampa Bay area’s largest public university. 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BOLDLY ENGAGING!

- STUDENTS
- COMMUNITY
- FACULTY
- STAFF
- DONORS

How can we boldly engage you?
MISSION
Guided by measurable standards of institutional excellence, SCF provides engaging and accessible learning environments that result in student success and community prosperity.

VISION
SCF is the region’s first choice for innovative, responsive, quality education, workforce training and community partnership.

VALUES
Leadership, Excellence, Accountability, Diversity, Self-knowledge and Sustainability.
For more information, contact:

Brian Thomas
Special Assistant to the President
for Constituent & Government Relations
941-752-5392
ThomasB1@SCF.edu

Cassandra Holmes
State College of Florida Foundation
Executive Director
941-752-5389
HolmesC@SCF.edu