Strategic Plan 2025: Accelerating Potential
2020 Update

Cincinnati State
Accelerating Potential

Cincinnati State Potential:
• More students & graduates
• Greater economic impact
Cincinnati State Mission & Vision

Mission
Cincinnati State provides access, opportunity, and support in achieving success for individuals seeking exceptional technical, transfer, and experiential/cooperative education and workforce training.

Vision
Cincinnati State advances the educational and economic vitality of our state and region as the college of choice.
Cincinnati State Values

Potential for Growth and Success
We respect each student’s background and celebrate their potential for personal growth and career success.

Innovation
We support innovative approaches to learning. We anticipate and effectively respond to the changing needs of those we serve.

Collaboration
We work together on behalf of our students and employers to meet community needs.

Equity
We believe in contributing to a socially and economically equitable society. We honor the diversity and inclusiveness of our College community and strive to hear all voices.

Experiential Learning
We promote experiential and lifelong learning.
Strategic Pillars

Advancing the educational and economic vitality of our state and region.

I  Achieving Academic Excellence
II  Enriching the Student Experience
III  Engaging the Community
IV  Strengthening Our Future
I. Achieving Academic Excellence

Strategic Goal & Actions:
1. Increase career technical education attainment to meet employer and community needs:
   a. Enhance student preparation for high tech, in-demand careers
   b. Expand career pathways that have relevant paid co-op or experiential learning directly related to the students’ career goals
   c. Ensure programs and credentials lead to career success

Projects:
• Career Outcomes Data Project
• Work Integrated Education Initiative
• Comprehensive College-wide Advisory Board Review
I. Achieving Academic Excellence

Strategic Goal & Actions:
2. Prepare students for successful transition to baccalaureate degrees.
   a. Create and assure transfer pathways that serve the needs of bachelor-bound students
   b. Support students in their transition from K-12 to Cincinnati State and to 4-year institutions

Projects:
• Pathway Assessment and Expansion
I. Achieving Academic Excellence

Strategic Goal & Actions:
3. Provide all students with accessible and high-quality educational options:
   • Enhance system for learning evaluation and improvement
   • Create equitable pathways to educational and career success for all students, including College Credit Plus, undecided majors and workforce training students
   • Expand educational options and support systems through a variety of innovative learning formats, including online

Projects:
• Early College Pathway Launch
• Distance Education Support System
• Workforce Training Degree Pathways
• Higher Learning Commission Reaccreditation (2022-3)
I. Achieving Academic Excellence

Metrics

Targets Set
- Course Pass Rate
- Graduation Rate (all credentials)

Examples of Additional to Develop
- # Students Completing Experiential Learning
- # of Articulation Agreements
- Transfer Success Rate to Four-year Institutions
II. Enriching the Student Experience

1. Strategic Goal & Actions:
   Tailor student support services to address unique needs and goals of each student:
   • Provide all students with access to personalized advising and coaching from admission to graduation
   • Intensify support and referrals to address student needs including counseling, academic support, financial, food insecurity, housing and transportation
   • Increase student success through comprehensive and personalized cohort-based programs (such as CState Accelerate)

Projects:
• Academic Intervention Redesign
• Student Degree Map
• Cincinnati State Accelerate Phase II
• Comprehensive Student Support Services Hub
• Optimizing Student Financial Experience
II. Enriching the Student Experience

2. Strategic Goal & Actions:
   Enrich the campus life experience of students:
   • Improve and increase alignment of student activities with College-wide learning outcomes
   • Investigate and introduce new clubs, organizations and activities that enrich the college experience

Projects:
• Student Experience and Social Integration Project
• Co-curricular Mapping
II. Enriching the Student Experience

Metrics

Targets Set
- Persistence Rate (Fall to Spring enrollment)
- Retention Rate (Fall to Fall enrollment)

Examples of Additional to Develop
- Noel Levitz Student Survey Rating
- # Students Participating in (targeted) Campus Activities
III. Engaging the Community

Strategic Goal & Actions:
1. Identify, develop and establish programs and partnerships in response to emerging workforce and economic development needs:
   a. Offer new/updated programming reflective of emerging needs and markets
   b. Be a lead partner in key projects responding to improved economic development
   c. Increase work with economic development organizations and area universities

Projects:
• Bachelor of Applied Science Degrees
• Butler County Strategy
• I75/Aerohub Development
• Hamilton County Strategy
III. Engaging the Community

Strategic Goal & Actions:

2. Expand and optimize our work with organizations that address poverty, social mobility and opportunity to increase educational access:
   • Scale up strategic partnerships through coordination with government, social service, and business to increase new student referrals and services for current students
   • Evaluate and collaborate on filling gaps in educational needs

Projects:
• Ohio TechCred/Short Term Certification
• Child Poverty Collaborative Project LIFT
Engaging the Community

Strategic Goal & Actions:
3. Position and achieve significant recognition and support for Cincinnati State:
   • Make the case for and achieve increased public and private funding
   • Execute and leverage 50th anniversary as a regional milestone
   • Successfully complete multi-million dollar comprehensive fundraising campaign

Projects:
• Alumni Network Expansion
• Comprehensive Campaign
Engaging the Community

Metrics

Targets Set
• Total Credentials Awarded

Examples of Additional to Develop
• Number of Graduates in In-demand Fields
• Average Earnings of Graduates
• Number of Students in Emerging Technologies
• Number of Graduates in Equity Related Groups
• Total Funds Raised
IV. Strengthening Our Future

Strategic Goal & Actions:
1. Increase headcount and credit hour enrollment:
   • Create and implement an enrollment management plan with targets for key student segments
   • Intensify all recruitment efforts including branding and marketing
   • Increase student persistence and retention efforts

Projects:
• Program-based Marketing
• Enrollment Management Plan
Strengthening Our Future

Strategic Goal & Actions:
Achieve and maintain a level of fiscal health that allows for strategic investments in people, innovation and infrastructure, and a vibrant future:
• Increase the use of data and collaborative input to identify, prioritize, and leverage needs and resources
• Examine and improve internal processes to increase efficiency and effectiveness

Projects:
• IT Infrastructure Modernization......
• Student Onboarding Redesign/Multiple Measures.........
IV. Strengthening Our Future

Strategic Goal & Actions:
3. Anticipate evolving external factors such as technology, demographics, the economy and state support, and align plans and investments in people, programs, and facilities:
   • Strategically assess, align, prioritize and modernize facilities, IT and equipment
   • Demonstrate value and invest in employees as a key to the future of the College

Projects:
• Asset Improvement Investment
• Main Building Opportunity
• Diversity, Equity & Inclusion Plan
• Equipment and Technology Investment
• Professional Development
IV. Strengthening Our Future

Metrics

Targets Set

- Total Headcount
- Student Credit Hours
- PACE (Personnel Assessment of College Environment) Score
- Senate Bill 6 Score
Strategic Plan Next Steps

• Review and update given pandemic impact
• Create and promote public/external version of plan
• Develop/update project descriptions, leadership, all metrics and time lines
• Plan projects and resource allocation