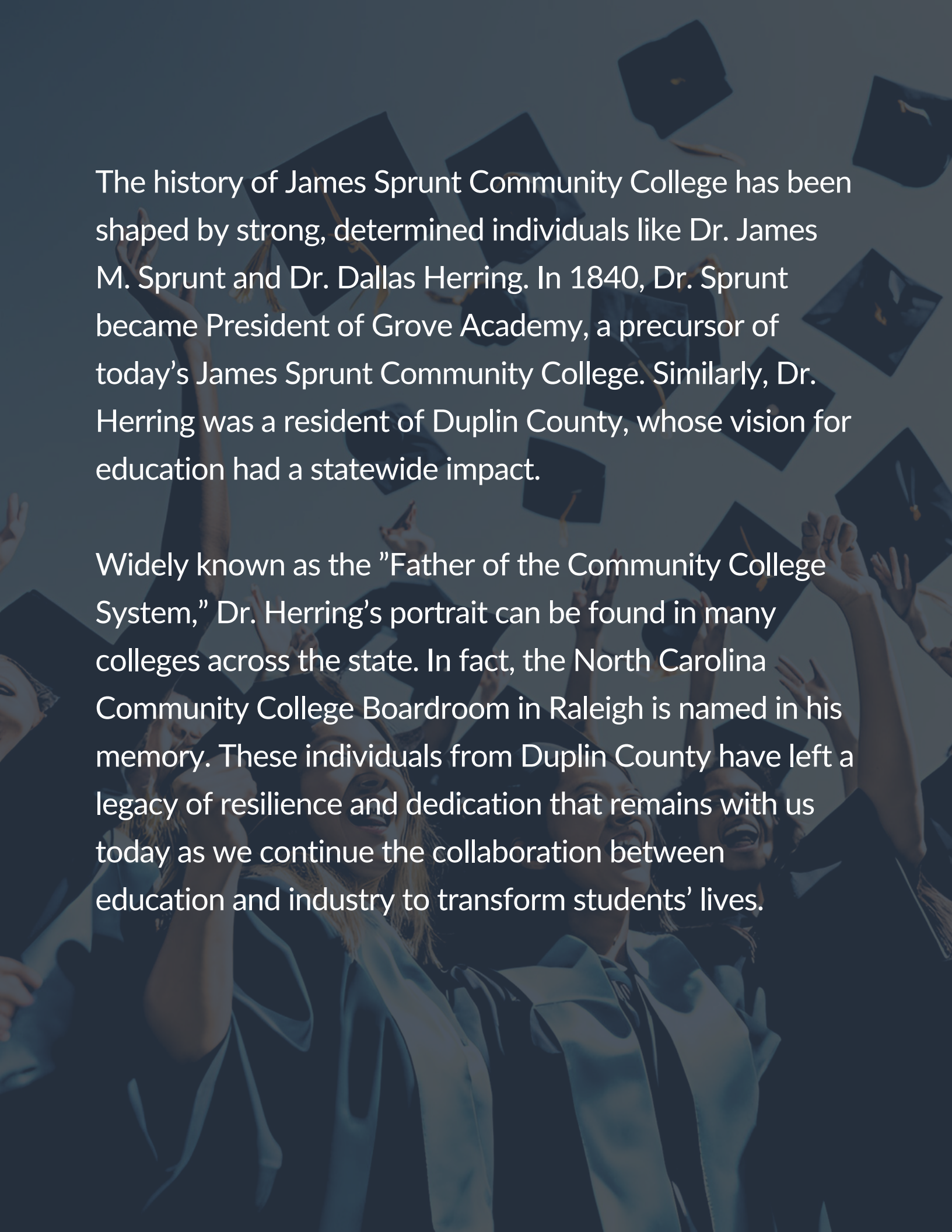




BRIDGING PATHWAYS, BUILDING FUTURES!

James Sprunt Community College Strategic Plan
August 2025 - July 2030



A background image of a graduation ceremony with graduates in blue gowns and black caps, many of whom are throwing their caps into the air. The image is semi-transparent, allowing the text to be overlaid.

The history of James Sprunt Community College has been shaped by strong, determined individuals like Dr. James M. Sprunt and Dr. Dallas Herring. In 1840, Dr. Sprunt became President of Grove Academy, a precursor of today's James Sprunt Community College. Similarly, Dr. Herring was a resident of Duplin County, whose vision for education had a statewide impact.

Widely known as the "Father of the Community College System," Dr. Herring's portrait can be found in many colleges across the state. In fact, the North Carolina Community College Boardroom in Raleigh is named in his memory. These individuals from Duplin County have left a legacy of resilience and dedication that remains with us today as we continue the collaboration between education and industry to transform students' lives.

ABOUT OUR PLAN

Strategic Plan for Institutional Effectiveness

Institutional Effectiveness, as practiced at James Sprunt Community College, is more than just evaluation. It is an institutional commitment that focuses on detailed planning, assessment, and improvement.

With over nine months of planning and collaboration involved, this Strategic Plan was developed by teams made up of Institutional Effectiveness leadership, faculty/staff representatives, and multiple community partners from area businesses, industries, local government, and K-12 public schools. The teams were engaged through various surveys and focus groups to provide insight on the needs of Duplin County. The resulting data was synthesized into 5-year Goals, Objectives, and Strategic Initiatives which form the foundation for future planning.

James Sprunt Community College is committed to analyzing this plan's progress with assessment metrics aligned to state and federal performance measures. Over the coming years, there will be numerous opportunities for involvement; therefore, we thank you in advance for your support as together we positively impact our students and community.

Approved by the James Sprunt Community College
Board of Trustees May 20, 2025.



Mission

James Sprunt Community College responds to the individualized educational and workforce development needs of the community by increasing accessibility, providing innovative teaching, and expanding community partnerships.

Vision

Strengthening the communities we serve through innovative education and partnerships to create a more successful tomorrow.



Core Values

➤ Belonging

- We cultivate a welcoming campus where every student and employee feels respected, supported, and valued.



Unity Through Community Partnerships

- We believe in collaboration—with our community, local industries, and each other—to strengthen opportunity.



Innovation in Teaching

- We develop forward-thinking practices that engage, inspire, and prepare learners for the future.



Leading with Integrity and Excellence

- We model ethical behavior and excellence in everything we do.



Driven by Purpose

- We are mission-minded—committed to helping every student discover and pursue their personal and professional calling.

“Together, we BUILD a stronger future through learning and leadership.”

Institutional Goal #1



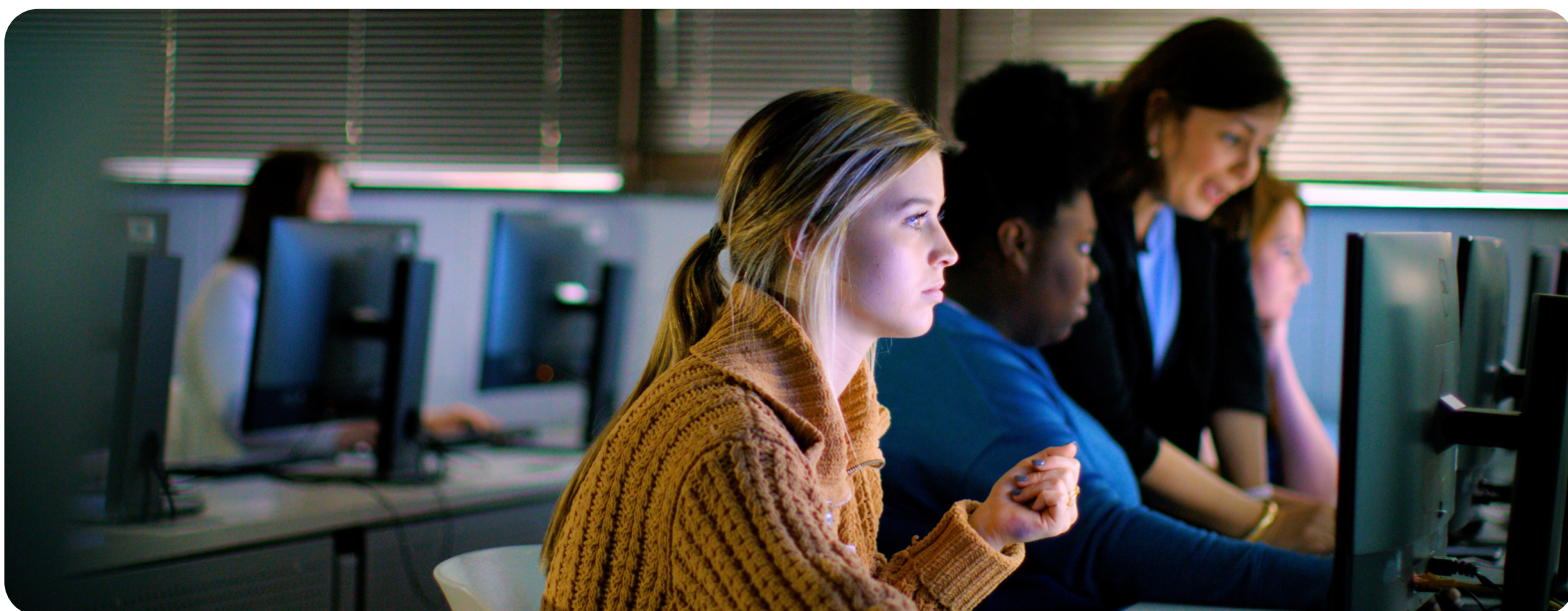
To Enhance Student Support for Academic Excellence and Lifelong Learning

Objective 1.1: Strengthen student onboarding and preparation for learning.

Strategic Initiatives	Leads
Initiative 1.1.1: Develop and embed a <i>Digital Literacy</i> module that addresses technological skills (including best practices using the College's LMS) within all ACA courses.	Appointed Faculty
Initiative 1.1.2: Increase the percentage of students who complete ACA their first year at JSCC.	Faculty Advisors & Student Services personnel who work with advising
Initiative 1.1.3: Develop a student orientation for Continuing Education, enhancing communication efforts concerning course information.	AVP of WF Development and Continuing Education, VP of Student Services, Dean of IE and Strategic Initiatives
Key Performance Indicator: (1) Decreased semester withdrawal rates. (2) Continuing Education student orientation participation.	

Objective 1.2: Improve overall Customer Service to ensure all prospective and current students feel welcome and capable of success.

Strategic Initiatives	Leads
Initiative 1.2.1: Implement <i>technology and digital literacy workshops</i> at the beginning of the semester, and increase the percentage of faculty hosting student support staff in their classes within the first three weeks of the semester to speak about campus resources.	Student Support Services, Counselors, Curriculum Faculty, Director of Distance Learning
Initiative 1.2.2: Enhance the application and career exploration processes to provide clear instructions, support, and one-on-one assistance.	VP of Student Services, Director of Distance Learning, College Recruiters
Key Performance Indicator: Increased overall student enrollment and overall fall-to-spring retention rates.	



Institutional Goal #2



To Cultivate Professional Excellence Among Employees

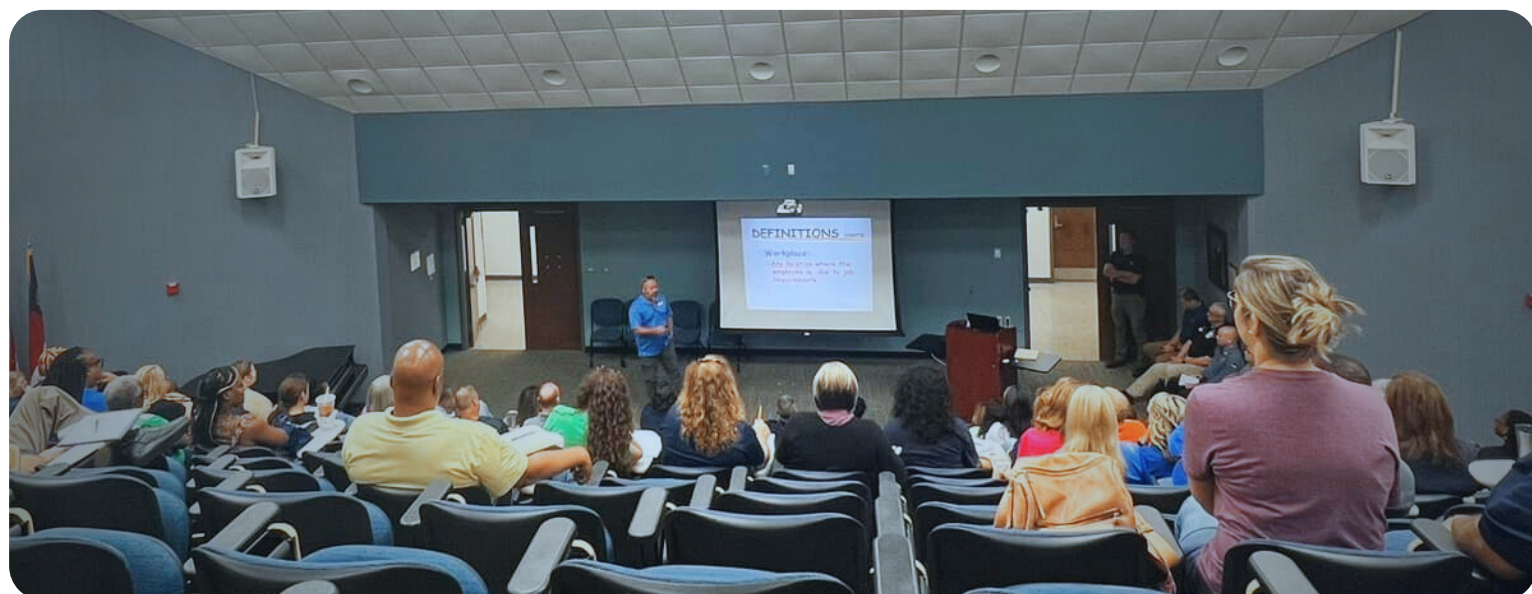
Objective 2.1: Improve communication by implementing strategic opportunities for employees to collaborate, enhancing campus engagement and internal communication channels.

Strategic Initiatives	Leads
Initiative 2.1.1: Implement “Campus Connect” forums every semester to provide campus updates and a Q & A time for all employees.	College President, VP of Curriculum/CAO, Dean of IE and Strategic Initiatives
Initiative 2.1.2: Implement required staff professional development trainings, ensuring best practices in student academic support and advising.	Chief of Staff, AVP of WF Development and Continuing Education, VP of Student Services, Dean of IE and Strategic Initiatives

Key Performance Indicator: Increased full-time staff professional development completion rates and satisfaction rates on employee survey.

Objective 2.2: Expand readily accessible Professional Development (PD) opportunities for faculty and staff, ensuring accessibility and alignment with institutional needs.

Strategic Initiatives	Leads
Initiative 2.2.1: Institute yearly PD on (1) strategies to promote substantive interaction/engagement and (2) advising best practices with placement regarding Gateway and online courses.	Director of Distance Learning & Dean of IE and Strategic Initiatives
Initiative 2.2.2: Provide more diverse synchronous and asynchronous PD opportunities (i.e., monthly Lunch 'n Learns, links to recorded virtual PD sessions).	Dean of IE and Strategic Initiatives
Key Performance Indicator: Increased percentage of faculty who report (via faculty survey) that the enhanced professional development opportunities positively affect their job performance.	



Institutional Goal #3



To Strengthen Community Partnerships that Support Workforce and Economic Prosperity

Objective 3.1: Enhance opportunities for students to accelerate their employment prospects.

Strategic Initiatives	Leads
Initiative 3.1.1: Increase awareness of Work-Based Learning opportunities available in various programs across campus.	WBL Coordinator, VP of Student Services
Initiative 3.1.2: Increase awareness of opportunities for students to receive Credit for Prior Learning.	VP of Curriculum/CAO, Dean of IE and Strategic Initiatives
Key Performance Indicators: (1) Faculty participation in <i>Credit for Prior Learning</i> and <i>Work-Based Learning</i> professional development trainings. (2) Publication of JSCC's Credit for Prior Learning policies on the institution's website. (3) Increased participation in Work-Based Learning programs by at least 10%.	

Objective 3.2: Broaden community engagement and confidence by actively involving more business and industry leaders on campus.

Strategic Initiatives

Leads

Initiative 3.2.1: Strengthen collaboration by hosting more community leaders on campus for Program Advisory Committee meetings, ensuring JSCC is preparing students with the skills they need to thrive.

Program-specific Advisory Committee Secretaries

Initiative 3.2.2: Expand outreach to Duplin County Schools and private school partners concerning student opportunities with STEM-related and short-term career training.

College Counselor, Career Coaches, and CCP Liaison

Key Performance Indicator: Increased number of community partners on campus engaging in guest speaking, roundtable discussions, and information sessions.



Institutional Goal #4



To Improve Institutional Learning and Assessment Practices

Objective 4.1: Promote a Culture of Evidence that aligns campus programs with institutional priorities.

Strategic Initiatives	Leads
Initiative 4.1.1: Realign Learning Outcomes to ensure seamless integration across all academic programs, ensuring synchronization with institutional goals.	VP of Curriculum/CAO, Dean of IE and Strategic Initiatives
Initiative 4.1.2: Enhance SLO reporting procedures to improve faculty data-based decision-making processes within courses.	Director of Planning, Research and IE, Dean of IE and Strategic Initiatives
Key Performance Indicator: Revamped annual reviews (including goal-setting) of academic assessment processes.	

Objective 4.2: Foster a Culture of Data Transparency across campus to ensure continuous improvement.

Strategic Initiatives	Leads
Initiative 4.2.1: Conduct annual Assessment Trainings with faculty.	VP of Curriculum/CAO, Dean of IE and Strategic Initiatives
Initiative 4.2.2: Create a shared space for data transparency, allowing responsible parties access to student demographics, course performance metrics, and overall program success.	Director of Planning, Research and IE, Dean of IE and Strategic Initiatives, AVP of WF Development and Continuing Education, Program Coordinators, Deans
Key Performance Indicator: CU and CE instructors, Deans, and Program Coordinators' participation in one-on-one <i>Data-Driven Improvement Meetings</i> .	



Join Our Family. Build Your Future.



To learn more about our Strategic Plan, please contact
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