

**FOCUS ON THE FUTURE:
AN UPDATE OF THE COMPREHENSIVE EDUCATIONAL
MASTER PLAN
2000-2005**

CENTRAL PIEDMONT COMMUNITY COLLEGE

EXECUTIVE SUMMARY

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2000

Action Steps

Monitoring Plans

- 1. Continue to monitor progress toward completion of the action steps from the 1995-2005 Master Plan and concentrate attention and resources on the action steps that would most significantly advantage the college.**

Aligning with External Forces and Audiences

- 2. Move faster to encourage entrepreneurial activity among middle managers and faculty. Encourage divisions to become more active in marketing, recruiting, employer outreach, curriculum development and design, and resource development.**
- 3. Intensify partnerships with other colleges and training providers as well as community agencies that sponsor job training and placement services.**
- 4. Work more closely with the transit commission in corridor planning to ensure easy access to campuses and programs.**

Anticipating and Meeting the Market

- 5. Enlist all employees in enhancing the image of the College.**
- 6. Seek to strengthen the image of CPCC as a comprehensive education and training resource accessible to all adults.**
- 7. Explore the establishment of a Corporate Training Center in uptown Charlotte.**
- 8. Improve access to college programs for clients of human service organizations, senior citizens, and international populations.**
- 9. Increase the availability of skilled workers in the following areas: Information Technology, Internet Technologies, Forensics, Construction, Manufacturing, Hospitality, Customer Service, Supervisor Training, and Fiber Optics.**
- 10. Continue to Incorporate skill certifications into new and existing curricula.**

- 11. Expand the focus in existing and new curricula to certifying skills through short-term training programs.**
- 12. Accelerate recruitment and program development and delivery to meet community needs for workers in the skilled trades.**
- 13. Improve linkages with CMS to promote high school completion, college entry, and school-to-career programs.**
- 14. Examine the mission and efficacy of the Adult High School Program.**
- 15. Consider development of a scholarship program for CPCC students to assist them in meeting childcare expenses.**
- 16. The College should develop systematic marketing plans to keep current information, specific to the employer's needs, in front of potential clients all the time.**

Organizing for Change

- 17. Continue the process of distributing academic programs and full-time faculty to the campuses and cluster them to provide each campus with a core academic identity as well as a general education core.**
- 18. Build flexibility into staffing, resource allocation, and administration to enable campuses to use different approaches to program and service delivery while keeping a common vision and mission.**
- 19. Use cross-functional teams such as the Process Review Team to recommend organizational changes to more efficiently and effectively serve customer needs.**
- 20. Procure and provide additional resources for technology in program and service delivery on the campuses.**
- 21. Alter the current budget system to allocate a base operating budget and discretionary resources to each campus.**
- 22. Clarify the position of the central campus as one campus within a one-college, multi-campus structure.**
- 23. Use the Process Review Team to review the effectiveness and the operating efficiency of the institution in a multi-campus environment.**

- 24. Consider securing consulting services to produce an action plan for addressing specific communication problems as the organization grows and changes.**
- 25. Celebrate success and acknowledge staff contributions to major organizational achievements.**

Building Financial Resources

- 26. Enhance funding and resources for marketing, recruitment and retention efforts at the division and program levels as a strategy to increase enrollment.**
- 27. Create an income-generating organization to compensate for inadequate state support and permit greater funding flexibility.**
- 28. Continue to seek corporate sponsorships to increase program visibility and generate private-sector support.**
- 29. Collaborate with business and industry and other urban community colleges to lobby for increased state support.**
- 30. Develop and pursue a more focused strategy for garnering private-sector support.**
- 31. Ask the CPCC Foundation to seek greater levels of private sector support and to continue working closely with the College in allocating resources.**