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

CENTRAL PIEDMONT COMMUNITY COLLEGE

EXECUTIVE SUMMARY

Richard L. Alfred
University of Michigan

Patricia Carter
Community College Consortium

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.


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.