

**SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE**  
**Strategic Goals**  
**2008-2010**

Strategic planning is creating a vision for the future and managing toward that vision. It is a process for aligning short-term decisions with long-term goals. Southern's strategic plan shapes and guides who we are, what we do, and why we do it, all with a focus on the future. Our strategic plan helps us achieve long-term goals by focusing our energy, by ensuring that we are all working toward the same end, and by allowing us to assess and adjust the College's direction in response to changes. Southern's strategic plan sets forth our reason for being, defines the critical issues, establishes a vision, sets measurable objectives, and, most importantly, prioritizes strategies for achieving our vision.

***Strategic Goals***

**Goal 1:** Southern will expand its role in meeting the identified educational and training needs of the district by reviewing existing programs and services as well as developing new academic and entrepreneurial programs.

***Desired State:*** *Students receive an educational experience which enables them to achieve work, career and personal success while business, industry and other clients receive quality training and continuing education programs that meet their needs.*

**Goal 2:** Southern will increase the amount of financial assistance available to eligible students from both public and private resources.

***Desired State:*** *While at Southern, eligible students, with demonstrated need, receive financial assistance at a level that allows them to reach their stated educational goals.*

**Goal 3:** Southern will increase its visibility at the local, state, regional, national, and international level through effective marketing.

***Desired State:*** *Because of its increased visibility, quality programs and services, Southern will be the first choice in the district for education and training.*

**Goal 4:** Southern will improve and maintain its physical facilities at all campus locations and instructional sites through implementation of a comprehensive capital improvement plan.

***Desired State:*** *Facilities at all campus locations are of such quality and functionality to enable the institution to fulfill its stated mission, vision, and goals.*

As a result of reaching these strategic goals and attaining its desired state, ***Southern will be an integral and active partner in the educational, social, cultural and economic development of the region thereby enhancing the quality of life for the citizens of the district.***