

JONES | INSPIRE
SINCE • 1911 2025

TO: JONES FACULTY AND STAFF:

CHANGE IS GOOD. CHANGE IS BEST IMPLEMENTED WHEN COMMUNICATED AND SHARED.

FALL OF 2018 will reveal a wide variety of thoughtful, purposeful changes that are in the process of taking place on our campus. The intent of this mailout to Jones faculty and staff is to let you know of these changes. These changes involve people, buildings, student processes, and best of all not your paycheck.

Change for change's sake is meaningless. Decisions resulting in change are only relevant when they are student oriented and align with the vision of our institution: to be the first and best choice for students, businesses, and the community. The competition is intense to remain a top contender to meet students' educational needs, and without some change, we remain stagnant and complacent.

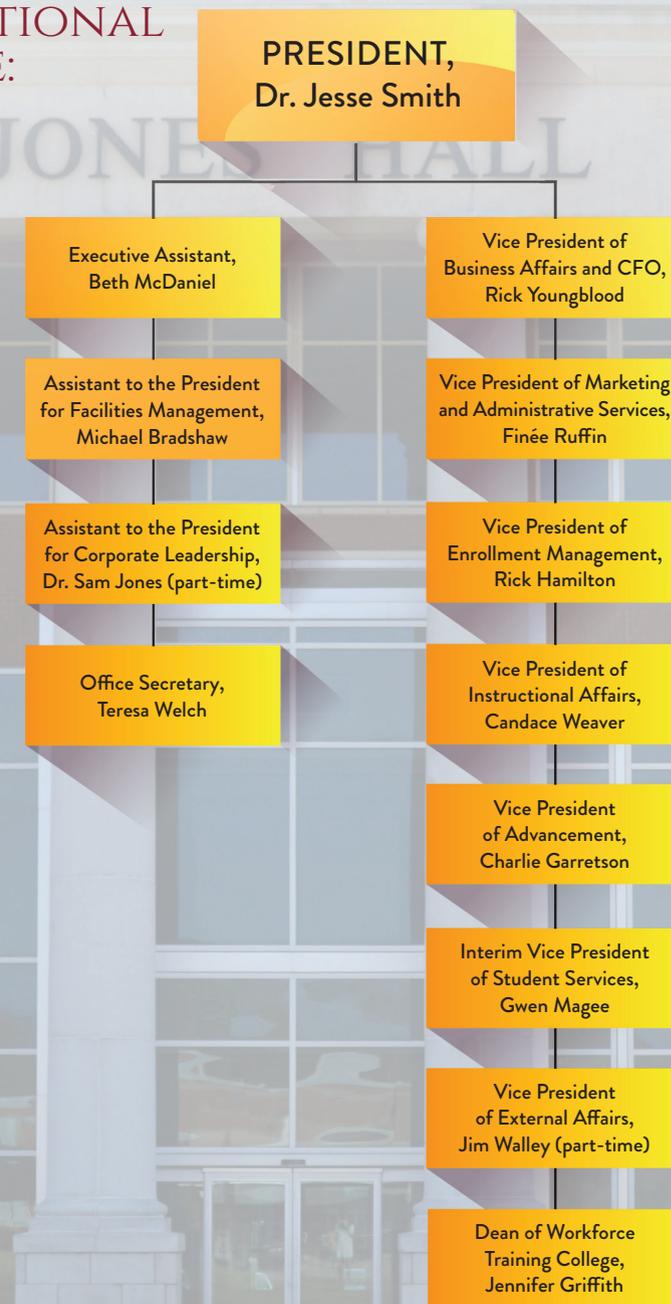
Each of our faculty and staff play a critical role in the success we experience from year to year. As we partner together as an institution in an effort to achieve our goals, we are excited to share with you not only change, but an exciting and fiscally responsible plan for our college for years to come: the **Inspire 2025 plan**.

Please be patient with us during the relocation of offices and departments across campus and especially with our administration and support staff as they strive to make processes on our campus operate more efficiently for all students, faculty and staff.

One thing that hasn't changed, we will see you all for our general fall orientation session on Wednesday, August 15th at 8:00 a.m. in the Fine Arts Auditorium. Thank you for your support and we look forward to seeing you soon.

Dr. Jesse Smith

LEADERSHIP ORGANIZATIONAL STRUCTURE:





WHY INSPIRE 2025?

Today's economy is disruptive and evidence of this is reflected in the drop in high school student population, increased competition from traditional and non-traditional higher education, and a reduction in consumer confidence as shown by an unwillingness to invest in college. In order to sustain long term growth and fulfill our institutional mission, a change in course of action is necessary.

Inspire 2025 is a strategic plan of action. Over the summer months, organizational shifts have taken place to support the foundation of Inspire 2025. Continue reading to learn more about the changes and updates within our organization establishing the foundation of Inspire 2025.

INSPIRE 2025 Strategic Plan:

1. Inspire Student Demand
2. Inspire Student Engagement
3. Inspire Healthy Campus Life
4. Recognize Inspired Greatness
5. Inspire Return on Investment

“In my experience working with support services and advisement, students that receive a high level of customer service when dealing with everything from their application to financial aid and course enrollment are more likely to remain enrolled.”-Amanda McLeod

INSPIRE STUDENT DEMAND:

By better Inspiring Student Demand, the goal is to reduce the hassles of the student, align with university partners and with the K-12 school system, as well as shift the student perception of the institution.

REDUCE HASSLES:

Our enrollment management task force did an in-depth analysis of the number of hassles, interactions, and decisions that each student had to endure to enroll. It was an overwhelmingly complex process. To address this issue, the former departments of Admissions, Financial Aid, Recruiting, and Freshman Advisement have joined and are now, the Office of Enrollment Management. The Office of Enrollment Management is temporarily located on the first floor of the Administration Building. The permanent location will be on the first floor of the Terrell Tisdale Library.

Vice President of Enrollment Management, Rick Hamilton

Assistant Vice President of Enrollment Management, Amanda McLeod

ALIGN WITH UNIVERSITY PARTNERS:

When a student arrives at Jones, the PeopleSoft System will now predetermine and generate a student’s schedule based on their chosen major. In addition, the goal is to develop a 2+2 agreement with Mississippi public universities and selected private universities to increase the value of a degree plan from Jones. Advisement coordinators and the partnership with public and private universities will be managed by Julie Atwood and the Office of Instructional Affairs.

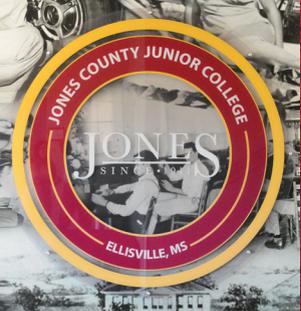
STRENGTHEN PARTNERSHIP WITH THE K-12 SCHOOL SYSTEM THROUGH DUAL CREDIT:

K-12 partnerships are a sustainable funding source to insure institutional viability. The Dual Credit Office operates inside of the Marketing Department, located in McClellan Hall, with Jamie Williams serving as the new Dual Credit Coordinator.

Forestry Instructor, Jeff Keeton, advised a student at Jones UpClose.



“A change of this magnitude will have a great impact on student success and institutional operations. The new enrollment management process will reduce the hassle for students and increase the efficiency in college processes.” Rick Hamilton



*“The future of Marketing will be a constant state of innovation, data, and research. I am excited to be apart of an institution that doesn’t resist the changes that are needed to move toward the future of higher education.”
Finée Ruffin, Vice President of Marketing and Administrative Services*

SHIFT IN STUDENT PERCEPTION THROUGH MARKETING RESTRUCTURE:

To increase enrollment, the Marketing Department has been restructured to include a bold new recruiting concept incorporating social media development. To increase institutional revenue a targeted focus is being launched to develop a stronger digital outreach with potential donors and the Workforce training college. To achieve the best position for future growth and expansion, the college will be rebranded to Jones College. In addition, the Marketing strategy will shift to process student data to maximize return on investment (ROI).

INSPIRE STUDENT ENGAGEMENT:

Efforts to increase student engagement will be made through the improvement of the Quality Enhancement Plan (QEP), inspiring interaction with faculty, and the creation of demand driven majors.

IMPROVE THE QUALITY ENHANCEMENT PLAN (QEP):

The PSY 2553 course has been introduced as a replacement for the previous Academic LLS

Orientation course. The method of communication used in academic coaching was limited, and the design of the new course will assist in meeting the industry needs for the soft-skills missing in today’s students. As part of the student growth process, previous Academic Coaches will support the students and faculty as mentors. Due to the current design of their Orientation Course, CTE Students will not take part in the PSY 2553. Julie Atwood will maintain the management of the QEP.

PERSONALIZED ACADEMIC COACHING EXPERIENCE (PACE):

In continuation of our QEP, LLS 1312 Orientation is being replaced with PSY 2553 Psychology of Personal Adjustment. All first-time, academic freshmen are required to take this course to graduate beginning Fall 2018. To that end, students successfully completing this course will:

- **Receive the Mississippi Smart Start certification**
- **Receive a National Career Readiness Credential**
- **Successfully navigate college resources to support their success**
- **Foster a deeper understanding of personal values and goals as a means to develop healthy approaches when dealing with life’s issues**
- **Demonstrate improved critical thinking, communication, and mathematical reasoning skills**

INSPIRING INTERACTION WITH FACULTY:

Faculty will have access to the advanced communication tool, *School Status*, with training coming Fall of 2018. There will also be a systematic training for all faculty to support modern methods of student learning.

CREATE DEMAND DRIVEN MAJORS:

Before majors and professional programs can be implemented, a series of approvals and significant research is required. The process is similar to seeing a product design through from concept to market placement. It is imperative to diversify and develop programs and majors that will meet the demands of jobs that drive wage growth.

INSPIRE HEALTHY CAMPUS LIFE

The use of safety and intelligence, the creation of an alternative energy source, the construction of student villages, and the launch of learning communities and student activities will be implemented to create a more holistic and safe campus atmosphere.

HOLISTIC CAMPUS SAFETY AND INTELLIGENCE:

One of the highest priorities of the college is the implementation of safe campus techniques and the utilization of superior crisis management.

CREATE ALTERNATIVE ENERGY SOURCES:

Future plans include the construction of a solar energy farm with battery storage technology to redirect cost savings and support campus life. Full solar dependability will result in increased environmental responsibility and institutional revenue. Construction and online utility are anticipated to be complete by 2025.

CONSTRUCT RESIDENT STUDENT VILLAGES:

Public and private partnerships will jointly fund the creation of new student housing to enhance the quality of community life and meet current and increasing demand.

Bobcat Brigade members enjoying the new pedestrian plaza on campus.



LAUNCH OF LEARNING COMMUNITIES AND HOLISTIC STUDENT ACTIVITIES:

To improve retention rates, each student that enrolls at Jones will automatically be connected with a student group based on their interests. The purpose of the process is to encourage connectivity between students and the college community, using service projects and student activities to nurture relationships. Student Services will now include counseling, tutoring, ADA, Title IX, transfer services, housing, and campus safety. Student Services will be located on the first floor of the Administration Building, coming Fall 2018.



RECOGNIZE INSPIRED GREATNESS:

It is important to recognize the greatness that has inspired the institution in the past and reflect on it as a foundation for future goals. Recognizing inspired greatness will include the launch of the \$1M Inspire Campaign, encouraging 1,000 people to donate \$1,000. It will also maximize the Jones message to 40,000 alumni, as well as launch a new social media campaign recognizing distinguished alumni.

MAXIMIZE MESSAGE TO ALUMNI:

Expand the power of alumni to share the vision and message of Jones through the use of a young alumni communication plan.

LAUNCH SOCIAL MEDIA CAMPAIGN OF DISTINGUISHED ALUMNI:

Awaken the connection between Jones alumni from past, present, and future through the use of social media to stimulate awareness and activity.



INSPIRE RETURN ON INVESTMENT:

Dependency on state dollars is not a viable long-term strategy. The progression toward modern management techniques is critical to institutional stability. To enhance our Return on Investment, the goal is set to launch an online workforce training college, transition athletics to a profit model, and continue with success and quality leadership (SQL).

TRANSITION ATHLETICS TO A SELF SUSTAINING MODEL:

Realign all athletic programs to be self sustaining by 2025.

LAUNCH ONLINE WORKFORCE TRAINING COLLEGE:

An online workforce training college is needed as an alternative method to provide in-demand workforce skills.

CONTINUE WITH SUCCESS AND QUALITY LEADERSHIP (SQL):

Continue to manage programs through the hybrid model of Institutional Effectiveness and the Profitability Model.

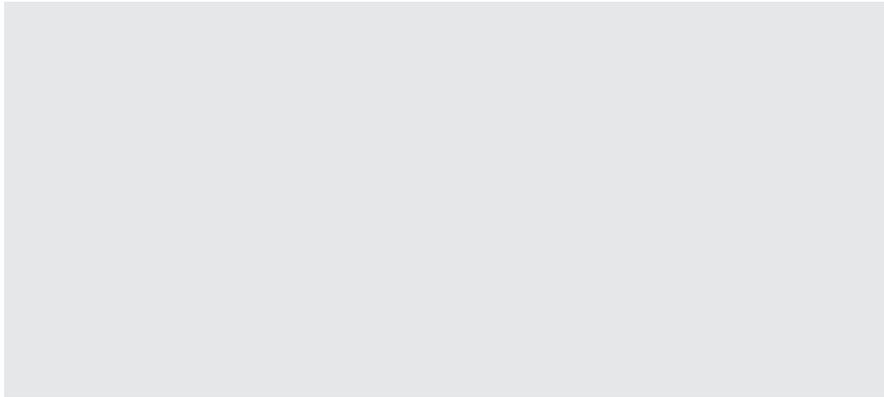


Spring graduation saw a record number of graduates.

This publication is a product of Jones Marketing: Finée Ruffin, Vice President of Marketing and Administrative Services, Megan Clark and Lisa Purdum, Writers and Creative Collaboration. Freelance Graphic Design provided by Mark Moore.

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