



Moving Forward with Purpose

Strategic Plan

2018-2023

Strategic Goals and Objectives: Year 1

Promoting Educational Quality

- **Goal 1.1: Maintain focus on Student Learning and Achievement**
 - Continue developing and fine-tuning expectations regarding completion and other measures of student success
 - Provide data reports and relevant professional development opportunities to stimulate the sharing of best practices for enhancing student learning and achievement.
- **Goal 1.2: Support innovation and responsiveness for our member institutions within the changing landscape of higher education**
 - Continue to revise policy and process in order to provide timely and thoughtful substantive change review
 - Provide frameworks and approaches for non-traditional higher education experiences, including dual enrollment, prior learning, competency-based pathways to completion, etc.

Capitalizing on New Technology

- **Goal 2.1: Use the tools of technology to enhance the effectiveness, efficiency, and quality of unit operations and internal collaboration.**
 - Implement all phases of the Salesforce integrated database, including all requisite training and communication to ease transition.
 - Evaluate and re-design business processes based on the effective use of technology.
- **Goal 2.2: Better serve the needs of our constituents—SACSCOC member institutions, students and their families, the public, the Department of Education, congress—through technology.**

- Optimize Salesforce features to allow for more direct institutional engagement and use (e.g. updating information, uploading reports, reviewing information)
- Create brief “hot topics” videos to address different constituent needs
- Revamp FAQs for specific process areas (e.g., annual reporting, reaffirmation process, fifth year process, substantive change process, etc.)

Enhancing Training

- **Goal 3.1: Reimagine how to best deliver training and professional development to institutional representatives, peer evaluators, SACSCOC board members, and SACSCOC staff and revise training experiences for those.**
 - Conduct a gap analysis to identify areas not addressed in current training
 - Establish complementary expected learning outcomes for staff presentations
 - Develop a CEU-type documentation process for training sessions to recognize participant effort and to verify participant learning/competence via an assessment process using case examples.
 - Create a more robust training program for accreditation liaisons
 - Continue to redesign/flip training to reduce/eliminate lecturing and increase participant interaction and active learning, offering professional development for staff who have not worked with this format

Proactively Communicating the Commission’s Message

- **Goal 4.1: Clearly articulate and communicate the purpose and value proposition of SACSCOC.**
 - Develop a comprehensive, integrated, strategic communication plan centered on the Commission’s value proposition
 - Create widely-distributed external communications through multiple media highlighting “What we do,” focusing on student success and educational quality tied to accreditation efforts/activities of the institution
 - Enhance the Commission web presence to be more person-facing, focused on Commission’s value-added/value proposition, more than a document repository, and written for the web (more visual, more scan-able)
 - Redesign the look-and-feel of our policy documents to include a consistent design across policies that incorporates instructional and materials design principles
- **Goal 4.2: Shape the future of accreditation by working with our SACSCOC member Institutions, C-RAC partners, CHEA, SHEEOs, legislators, and others with a common interest in promoting quality in higher education.**
 - Create opportunities for new and continuing collaboration and dialogue
 - Identify shared values and priorities