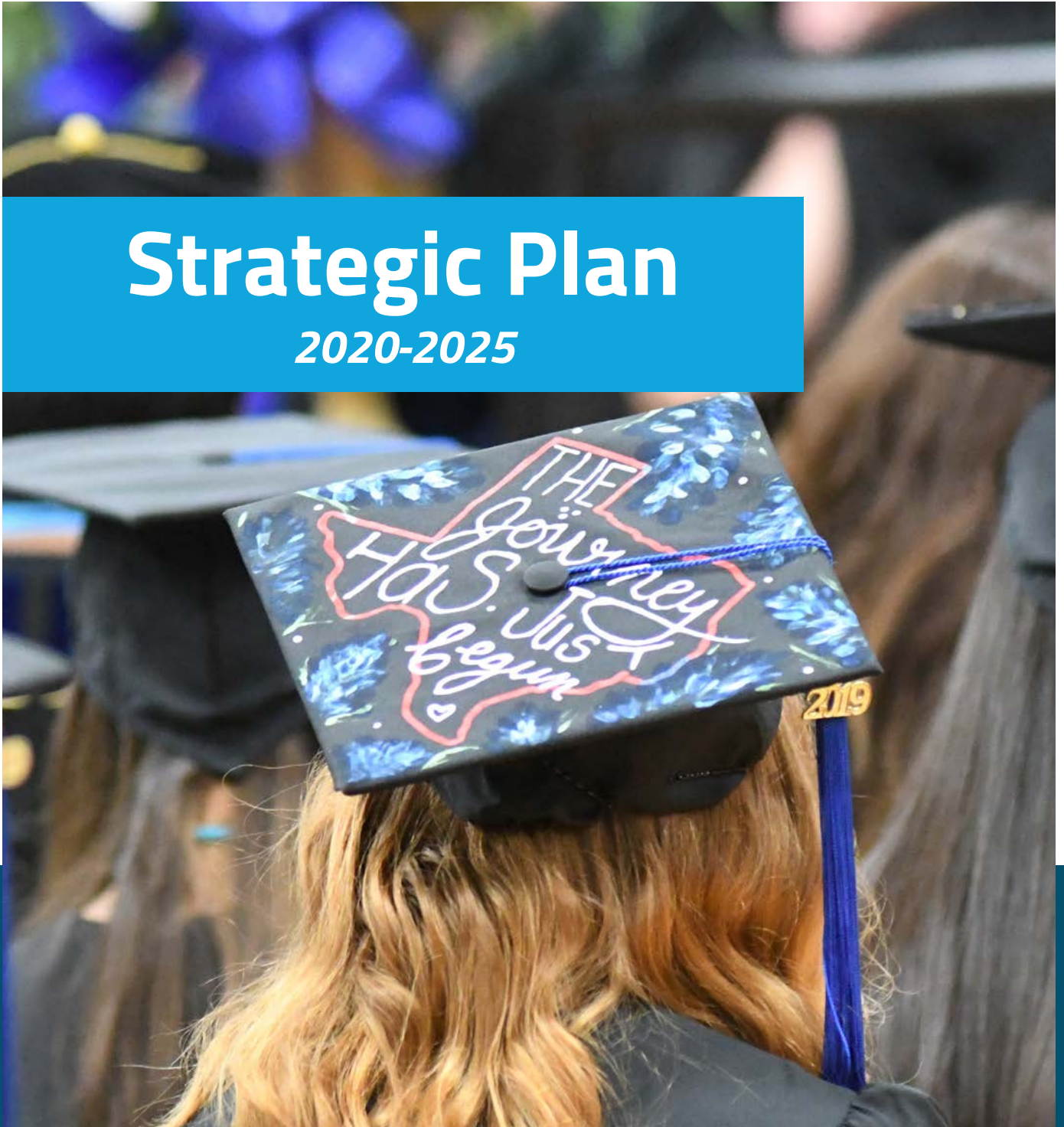


Strategic Plan

2020-2025



Communication Collaboration Cooperation
Community Civility

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Strategic Plan Steering Committee

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Dr. Patricia Rehak-Provost, CAO, IAL
Mr. Mark Secord-Dean of Transfer and General Education
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Ms. Audrey Ramirez, Director of Human Resources
Mr. Bernie Saenz-Director of Marketing and Public Relations
Mr. Amador Ramirez-Director of Information Technology
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Chief Kevin Behr-Director of Public Safety/Chief of Police
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Ms. Braden Becknell-Director of Workforce Development and Continuing Education
Mr. Joel Lopez-Chair CBC Faculty Association, Biology Instructor, Beeville
Ms. Anna Garcia-Secretary to the Board
Mr. Rolando Chavarria Jr.-Welding Instructor, Alice
Mr. Carlos Gonzales-Student Success Coach, Beeville
Ms. Jessica Cavazos-Student Success Coach, Kingsville
Ms. Christi Morgan-Coordinator, Developmental Education/TSI, English Instructor, Alice
Ms. Suzie Ulbricht-Vocational Nursing Instruction, Pleasanton
Mr. Daniel Rea-Student Success Coordinator

Vision

Coastal Bend College is a leader in providing quality education for lifelong learning by dedicating its resources to promoting a learning-centered environment that empowers its students to reach their highest potential and become responsible members of the global community.

Mission

Coastal Bend College is a student-centered community college committed to delivering superb educational and life enriching opportunities to its students and the communities it serves.

Core Values

Service
Integrity
Respect
Diversity
Learning
Innovation
Excellence
Leadership
Collaboration
Communication

1 Priority: Student



INSTITUTIONAL GOAL #1-Coastal Bend College will provide equitable opportunities for lifelong learning and training needs by empowering students through engaging quality instruction, enhancing supportive learning communities; and providing comprehensive student-centered services and programs to ensure that students reach their aspirations.

Teaching and Learning

Objective 1.1-Fully implement a pathways framework that supports a student from matriculation to graduation, transfer, or workforce entry

Objective 1.2-Ensure quality programming in all modes of instruction through the implementation of quality standards into programming

Objective 1.3-Develop a distance learning enhancement plan/program that addresses and includes delivery, processes, policies, procedures, and practices

Student Services

Objective 1.4-Develop and implement an integrated academic and financial advising plan

Objective 1.5-Establish comprehensive student services centers

Expected Outcome:

Achievement of this goal will result in successful coursework, increased retention, graduation and licensure rates, successful transfer and/or quality career placement, and reduction in hours to completion and student debt.

2 Priority: Community



INSTITUTIONAL GOAL #2-Coastal Bend College will identify and develop focused initiatives and activities supporting cultural, workforce, and economic development to improve quality of life.

Objective 2.1-Engage and collaborate with community partners

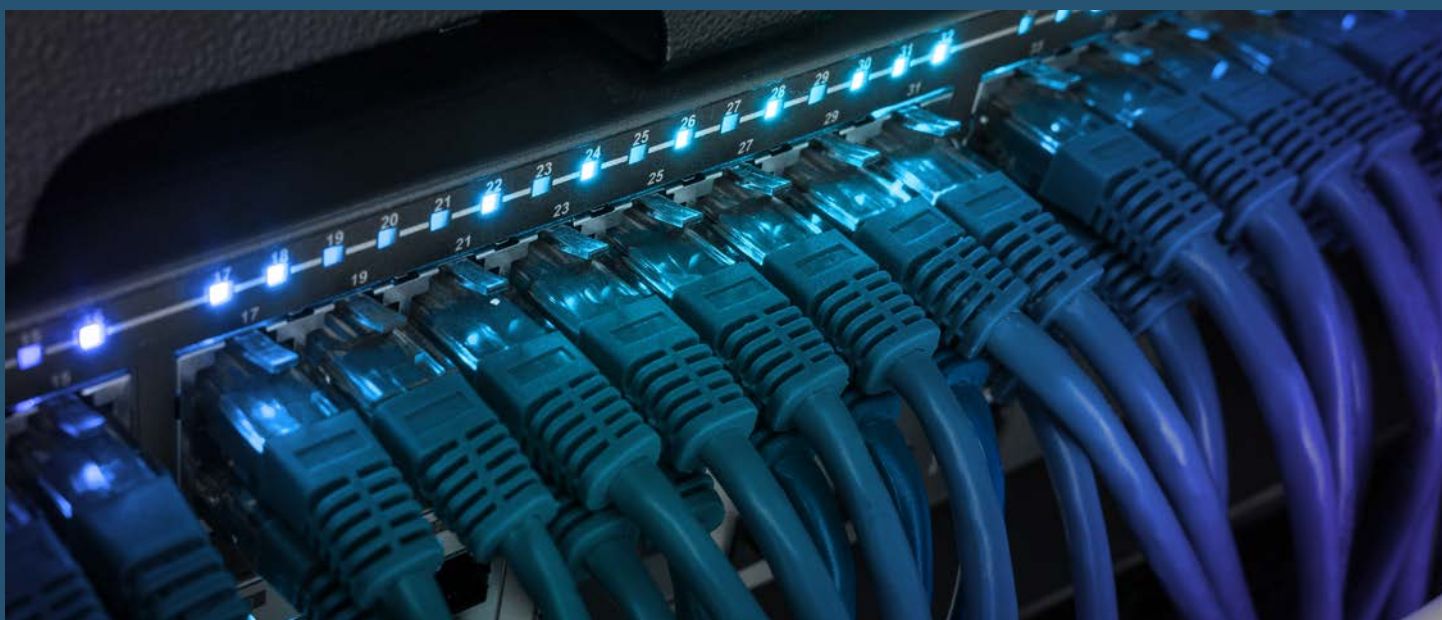
Objective 2.2-Provide workforce and continuing education certification and training opportunities that meet the needs of local and regional business and industry and support students in achieving gainful employment and career advancement

Objective 2.3-Increase inclusive cultural enrichment opportunities through community projects designed to create a sense of belonging

Expected Outcome:

Achievement of this goal will result in increased and relevant cultural enrichment opportunities and projects for all Coastal Bend College communities, and an appropriately trained and skilled workforce meeting economic demand.

3 Priority: Resources



INSTITUTIONAL GOAL #3-Coastal Bend College will effectively and efficiently use resources to maximize student, community, employee, and fiscal efficacy.

Objective 3.1 Enhance employee experiences through talent management practices that focus on recruitment, retention, professional development, and recognition to optimize our greatest asset

Objective 3.2 Provide welcoming and comfortable residential student facilities

Objective 3.3 Ensure programming has adequate and appropriate facilities

Objective 3.4 Develop and implement a Wayfinding/Beautification Plan

Objective 3.5 Update and maintain a cohesive Facilities Master Plan

Objective 3.6 Identify areas of need and associated plans of action to improve the quality of CBC services

Objective 3.7 Implement and maintain an ongoing stewardship of fiscally responsible practices optimizing operating efficiencies

Objective 3.8 Ensure a healthy and safe campus

Objective 3.9 Implement institution-wide review and revision of practices, procedures and policies

Expected Outcome:

Achievement of this goal will result in high levels of employee, operational and fiscal performance, and student, employee, and community satisfaction.

Coastal Bend College History

Bee County Junior College District was created by election on November 2, 1965. The election resulted from several years of work to establish a community college for Bee County. Support was shown by residents in an overwhelming five-to-one majority for the creation of the district. The desire for a community college was again demonstrated on December 7, 1965 when district citizens approved a tax to support Bee County College, and bond issues to build the college.

The Board of Trustees changed the college name from Bee County College to Coastal Bend College on September 1, 1998. The name change was made because the service area was extended by an act of the Texas Legislature in 1995. The Coastal Bend College service area includes Karnes, McMullen, Live Oak, Bee, Duval, Jim Wells, and Brooks, and parts of Atascosa and Kleberg Counties.

The original board of trustees were Robert J. Beasley, George F. Elam, Jr., Frank Jostes, Fred C. Latcham, Jr., Peter S. Marecek, Paul A. Schulz and George Spikes. The board, elected in November, selected Dr. Grady C. Hogue as the first Bee County College President. Its second chief executive, Dr. Norman E. Wallace, became president in 1984. Dr. John M. Brockman became the college's third president on September 1, 1999. The college's fourth president, Dr. Thomas B. Baynum, was at the college from 2007-2011. The college's fifth president, retired Victoria College CEO, Dr. Jimmy L. Goodson, served as interim president until May 2012. Dr. Beatriz Espinoza officially became the sixth president of Coastal Bend College on June 1, 2012. Dr. Carry DeAtley was named interim president on April 25, 2019. Dr. Justin Hoggard became the seventh president of Coastal Bend College on November 4, 2019.



Coastal Bend College Board of Trustees



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Chair



Taylor Tomlin
Vice Chair



Carroll W. Lohse
Secretary



Sid Arismendez
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Mercy Flynn
Trustee

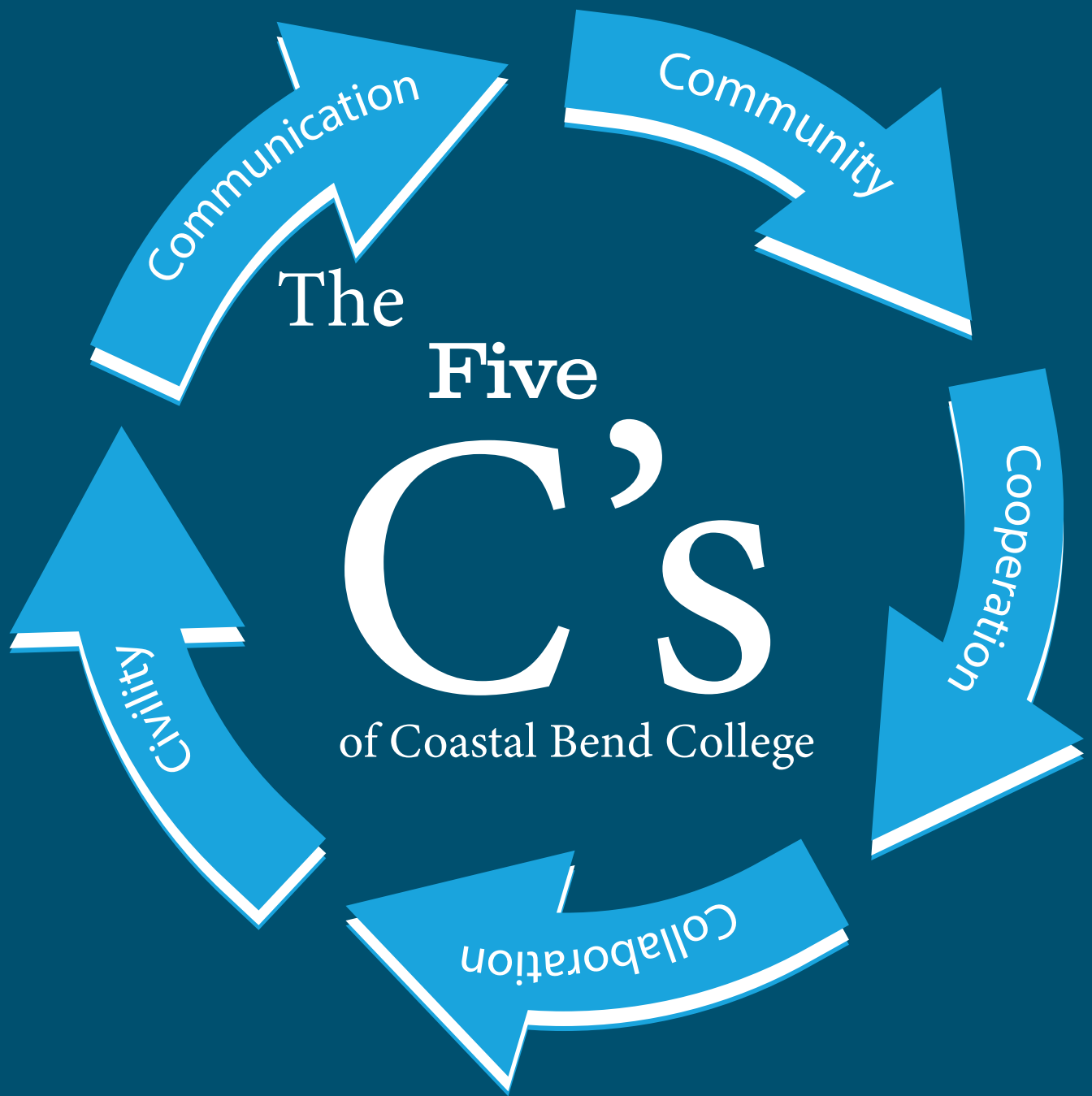


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Trustee



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Beeville • Alice • Kingsville • Pleasanton

