Introduction
Daytona State College is a comprehensive public college serving the citizens of Volusia and Flagler Counties and beyond. The College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate and baccalaureate degrees. The College also offers courses of study for adult high school and GED diplomas and a broad range of career and technical certificate programs. In 2012-13, Daytona State College served more than 28,500 students and awarded 4,495 degrees.

The Strategic Planning Process
The strategic planning process was systematic and comprehensive. The Strategic Planning Committee, under the direction of the College Planning Council, conducted an environmental scan to determine key demographic, educational, political, workforce and technology trends impacting the College’s future. Through online surveys, input was solicited from more than 1,000 employees and 150 community stakeholders to identify the College’s strengths, weaknesses, opportunities, and threats (SWOT).

Focus groups were conducted on each campus and with each constituent group to determine strategic priorities and initiatives that are important for the College to pursue. Equipped with the strategic input of the environmental scan, SWOT analysis (strengths, weaknesses, opportunities and threats), and focus groups, members of the Planning Council, representing all disciplines, support services, and campuses, came together in a Strategic Planning Workshop to identify the College’s strategic priorities for the next three years. The strategic priorities were reviewed by the senior administrators and President’s Cabinet prior to receiving final approval from the District Board of Trustees.

The Strategic Plan
The Strategic Plan, Soaring to Success, July 2014 – June 2017, provides a guide to keep the College strategically focused for the next three years. The College’s operational units will address the implementation of the Strategic Plan through the annual unit planning process. Unit plans will be evaluated with mid-year and end-of-year assessments. The cumulative end-of-year unit assessments will be used to evaluate progress on the strategic priorities and initiatives of the Strategic Plan. Strategic action teams will be formed to focus on cross functional initiatives.
STRATEGIC PLAN

Mission
Daytona State College, a comprehensive public college, provides access to a range of flexible programs from community enrichment to the baccalaureate degree, emphasizing student success, embracing excellence and diversity, as well as fostering innovation to enhance teaching and learning.

Vision
Daytona State College will be the destination of choice for education.

Values
Community – The College community encompasses our students, faculty, staff and the public we serve. Our community is built upon mutual respect, effective and open communication, and civic responsibility.

Integrity – Daytona State College strives for the highest ethical standards in all areas of operation, including the fair and consistent treatment of all members of the College community. The college fully supports academic freedom and the right of intellectual pursuit.

Excellence – To achieve academic excellence, professionalism, and quality in all the programs and services we offer, Daytona State College employs a system of continuous improvement based on assessment, accountability and engagement with the entire community.

Diversity – Diversity of people, thought and expression provides energy and vitality for the learning process. Daytona State College celebrates both the originality and distinction of individuals and cultures, while at the same time valuing the common bonds that unite us as a global community.

Innovation – Innovation and creativity are the keys to our growth as an institution, as well as the growth and success of our students. Daytona State College prides itself on its ability to adapt to a rapidly changing world, finding positive and creative solutions to the challenges it faces.

Student Success – There is no value more important than the success of our students. Our main goal is to provide students with the skills, knowledge and drive to succeed in the classroom, the workplace and in life. Beyond this success, we hope to instill in our students a lifelong love of learning.
Strategic Priorities and Initiatives
To fulfill its vision, carry out its mission, and live its values, Daytona State College has established the following strategic priorities and initiatives as the foundation for its future:

**ENSURE ACADEMIC EXCELLENCE**
Offer quality educational programs that meet the academic and non-academic workforce needs of Volusia and Flagler counties and beyond.
- Ensure that academic programs align with local/regional workforce needs.
- Enhance teaching and learning with instructional technology.
- Strategically expand course and program offerings at regional campuses.

**ENHANCE STUDENT SUCCESS**
Increase student development and academic support to enhance student performance, engagement, and retention.
- Increase academic success rates.
- Improve academic support services and programs to promote retention.
- Focus on essential learning outcomes: critical/creative thinking, communication, cultural literacy, and information/technical literacy.

**BUILD COMMUNITY PARTNERSHIPS**
Expand and create partnerships with business, community, and educational organizations that enhance the college mission and vision.
- Expand regional partnerships with business and industry.
- Increase collaboration with secondary schools to recruit and help prepare students for college.
- Monitor and, when possible, help shape political and legislative actions that impact the college.

**EMPHASIZE INSTITUTIONAL EFFECTIVENESS**
Ensure efficient and effective use of college resources (fiscal, physical, human, and technological).
- Increase communication, interaction, and exchange of ideas throughout the college.
- Expand investment in technology infrastructure to support college operations.
- Promote a work environment where employees are empowered through shared governance.