



Strategic Planning Process

Denmark Technical College began its first formal year of leadership under new President, Dr. John K. Waddell on July 1, 2007.

The Administration and Area Commissioners immediately revisited its strategic planning process by realigning the College's mission with its resources, partnerships and future goals.

To deal with consecutive years of declining enrollments, three new recruiters were hired to expand the student base. A record was established for Headcount and FTE enrollments during the 2007-2008 academic year.

Meetings were also arranged with high profile individuals and entities to 1) gauge their perceptions of the College's effectiveness, 2) share the institution's Curriculum and Training opportunities and 3) discuss future partnerships and financial support for the College.

Participants included:

- Dr. Barry Russell, President, State Technical College System
- Area Commissioners (Individually)
- Student Leaders
- Denmark Technical College Alumni and Advisory Boards
- South Carolina Department of Commerce
- Jobs/Economic Development Authority
- Mr. Danny Black, South Carolina Alliance
- Executive Cabinet Members
- Members, Legislative Delegation (Senators John Matthews and Brad Hutto; Representatives Bakari Sellers and Lonnie Hosey)
- Mayors – Service Area
- County Councils – Service Area
- Mr. Russ Darnell, President, readySC™

- Directors, Economic Development Commissions – Service Area
- Governor Mark Sanford
- Representative James Clyburn (D-SC)
- Representative Lindsay Graham (R-SC)
- Senator Hugh Leatherman, Chair, Senate Finance Committee and many others
- United Way

In addition, Dr. Waddell and the Area Commissioners, led by Mr. Leon Harden, Chairman, gave presentations to each of the City and County Councils within the Service Area. The College offered training opportunities for government and business employees and requested support for infrastructure projects and other activities.

To ensure maximum interaction with businesses within the region, the College employed three individuals for industrial development and recruitment to contact each business in Allendale, Bamberg and Barnwell counties.

This led to the development of a quarterly Business and Industry Luncheon. Companies were invited to the luncheon to discuss their projects, needs and partnerships with the College and other businesses to meet their goals. Representatives from the State Technical College System and readySC™ were also in attendance. Due to this and similar initiatives, a representative from readySC™ was assigned to the campus for the academic year.

Major findings from these discussions suggested that (1) the College enhance its relationship with the local business community, (2) support local economic development initiatives (Hwy 78 initiatives), (3) upgrade its equipment and infrastructure on each campus and (4) reach out to diverse populations within the Service Area.

The College also spent significant funding to upgrade its campus infrastructure and technology. More than \$1.3 million dollars was provided to upgrade our Engineering Technology Center. A new high tech Advanced Manufacturing Center is also set to open in Barnwell in late Fall 2008. In addition, the South Carolina General Assembly approved a new residence hall in Spring 2008. The facility is scheduled for occupancy in Fall 2009.

The College will continue to develop and expand these activities and relationships during the next fiscal year.