COLLEGE OF SOUTHERN MARYLAND

STRATEGIC PLAN

2018-2021
OUR THREE PRIORITIES

Over the past 60 years, the College of Southern Maryland (CSM) has evolved into a dynamic educational institution proudly serving tens of thousands of students annually.

Social change and technology are transforming how we communicate, learn, live, and work. Our data clearly shows that geography has become less of a factor in students’ choices on where to learn. Meanwhile, state and federal policymakers as well as the public require that educational programs produce outcomes that are measurable and transferable.

Recognized as one of the 2019 Aspen Prize for Community College Excellence Top 150 Community Colleges, CSM is focused on outstanding outcomes with student learning, completion, employment and accessibility. We recognize, however, that new approaches and new resources are required for continued growth and future effectiveness.

We will always remain true to the fundamental principles that have long defined our culture: our deeply felt commitment to accessibility, affordability, diversity, innovation, and partnerships. We will always champion the merits of lifelong learning and the vital importance of education in a civil society.

The 2018-2021 CSM institutional plan was created in collaboration with both internal and external college stakeholders. The plan includes three concise goals which articulate our enduring values and strategic intentions. From this plan, we will develop action plans with measurable outcomes and milestones. To help us remain nimble and innovative, we will refine our action plans annually.

“It is an exciting time to be at CSM. I look forward to the collaborative implementation of our 2018-2021 strategic plan that will benefit CSM’s employees, communities, and most importantly, our students.”

Dr. Maureen Murphy
President
College of Southern Maryland
MISSION STATEMENT

The College of Southern Maryland (CSM) is an open-admissions, comprehensive regional community college that fosters academic excellence and enhances lives in Southern Maryland. CSM meets the diverse needs of students and the community by providing accessible, accredited, affordable, and quality learning opportunities for intellectual development, career enhancement, and personal growth. The college embraces lifelong learning and service, providing a variety of personal enrichment and cultural programs in a safe and welcoming environment.

VISION

Transforming lives through lifelong learning and service.

BOARD OF TRUSTEES

The governing body of the college is appointed by the governor from citizenry of Calvert, Charles, and St. Mary’s counties. The board consists of nine members, each given a five-year term of office. The following are board members as of July 1, 2018.

Theodore L. Harwood, II, Chair
Bradley O. Bates, Vice Chair

Dr. Maureen Murphy, Secretary-Treasurer
James Di Misa, ’79
Lois E. DiNatale
Margaret C. Dunkle
Samuel C. Jones
John W. Roache, MD
Jay W. Webster

“Our three strategic priorities will now drive the college to perform its mission, realize its vision, and live its values.”

Ted Harwood
Chair
Board of Trustees

ACCREDITATION

The College of Southern Maryland is accredited by the Middle States Commission on Higher Education and the Maryland Higher Education Commission.

ADA POLICY

Individuals with disabilities who require special accommodations in order to participate in the college’s instructional programs should notify the ADA coordinator at 301-934-7614 at least six weeks before the class begins. Requests made after this deadline will be considered on an individual basis and addressed whenever possible.
OUR GOAL IS TO IMPROVE STUDENT PROGRESS AND COMPLETION

CSM recognizes that, while many things affect students’ abilities to complete their programs in a timely manner, we must reduce all barriers within our span of control to ensure the best student outcomes possible.

BECAUSE:

- People with college credentials have higher earning potential
- People with college credentials have lower unemployment and poverty rates
- People with college credentials have higher rates of job satisfaction
- People with college credentials are more likely to be healthy
- People with college credentials have more opportunities for social mobility
- 80% of CSM’s graduates remain in Southern Maryland and contribute directly to the regional social and economic climate

STRATEGIES TO ACHIEVE THIS GOAL:

- Identify critical measures for student progress and completion and develop reporting protocols
- Implement guided pathways

WE WILL MEASURE SUCCESS BY:

- Monitoring the number of graduates
- Monitoring the time to graduation
- Monitoring successful completion of developmental courses and gateway courses
- Monitoring pass rates on licensure/certification examinations

IN YEAR ONE, WE WILL ACCOMPLISH THE FOLLOWING TO ACHIEVE OUR GOAL:

- Launch preliminary College Success Dashboard
- Finalize career cluster with specific options for completion
- Revise student onboarding process and academic advising
OUR GOAL IS TO PROVIDE TARGETED PROGRAMMING TO MEET REGIONAL NEEDS

CSM understands its role in the community and will engage new and existing partners in government, economic development, education, and business to develop and sustain innovative programming and revenue streams to advance the vitality of the college and the region.

BECAUSE:

- Local economic development agencies need a qualified workforce to attract new businesses and industry
- Local businesses need to retain qualified workers
- Baby boomers are retiring in record numbers

STRATEGIES TO ACHIEVE THIS GOAL:

- Determine strategic purpose for each campus based on county economic and workforce needs
- Develop a long-range educational and facilities use framework

WE WILL MEASURE SUCCESS BY:

- Number of complete degree programs at each campus
- Number of applied learning experiences per degree program that are tied to regional employers
- Satisfaction rates of Program Advisory Councils

IN YEAR ONE, WE WILL ACCOMPLISH THE FOLLOWING TO ACHIEVE OUR GOALS:

- Clarify degree programs that can be completed at each campus
- Integrate Workforce Development staff into Program Advisory Councils
OUR GOAL IS TO FUNCTION AS ONE REGIONAL COLLEGE

CSM cannot implement its One College vision without supporting employee excellence. Consequently, CSM will make organizational and professional effectiveness a priority.

BECAUSE:

• Learners move liberally among the campuses and need consistent messages wherever they are
• Increased alignment creates operational efficiencies, allowing dollars to focus on the learning enterprise
• Consistency supports employee development

STRATEGIES TO ACHIEVE THIS GOAL:

• Ensure the organizational structure supports our One College vision in programs and services
• Build a culture of collaboration and learning

WE WILL MEASURE SUCCESS BY:

• Number of internal professional development opportunities by functional areas
• Results of employee satisfaction survey
• Results of student surveys
• Monitoring resources allocated to mission-central activities

IN YEAR ONE, WE WILL ACCOMPLISH THE FOLLOWING TO ACHIEVE OUR GOAL:

• Implement organizational alignment of college by function
• Implement revised collegial governance process
• Revise employee onboarding process
LA PLATA CAMPUS
8730 Mitchell Road
PO Box 910
La Plata, MD 20646

LEONARDTOWN CAMPUS
22950 Hollywood Road
Leonardtown, MD 20650

PRINCE FREDERICK CAMPUS
115 J.W. Williams Road
Prince Frederick, MD 20678

REGIONAL HUGHESVILLE CAMPUS
6170 Hughesville Station Place
Hughesville, MD 20637

OTHER LOCATIONS:
CENTER FOR TRADES AND ENERGY TRAINING
6170 Hughesville Station Place
Hughesville, MD 20637

CENTER FOR TRANSPORTATION TRAINING
5825 Radio Station Road
La Plata, MD 20646

WALDORF CENTER FOR HIGHER EDUCATION
3261 Old Washington Road
Waldorf, MD 20602