

**STATE BOARD OF COMMUNITY COLLEGES**  
**Proposed Goals for System President Jeff Cox in Year One**

The goals outlined below arise from our examination of the Strategic Plan and external assessments that the Board has conducted in the last year. They are ambitious in nature but critical to our success. We will measure the President by ascertaining his progress toward these goals over the next year.

**I. Lead Strategic Plan Initiatives deemed integral to NC Community College System Impact**

- Lead and expedite the advancement of three critical multi-year Strategic Plan initiatives critical to System impact and effectiveness, engaging key stakeholders in the development and communication of actionable plans and related recommendations to the Legislature. Each initiative is captured within our Strategic Plan, and we see these as those most important for President Cox's attention.
  - Development of a Proposed Updated Funding Model to Drive System Innovation and Regional Collaboration
  - Scale System Capacity and Responsiveness to State-wide Workforce Development Needs: Create a framework where growing workforce development needs are met for both the large-scale corporate developments and small business needs within communities.
  - Sustainability Plan for our Rural Colleges to Support Thriving Statewide Communities and Business Ecosystems

**II. Strengthen System Office Team and Structure**

- Build up the senior management team, filling existing open positions with qualified, effective individuals reputed for competence, nimbleness, and responsiveness. Sustain ongoing work, in partnership with The Belk Center, to support leadership development of System Office team members.
- Drawing on external vendor assessments (CampusWorks organizational design assessment, Taylor Train climate survey, [Jefferson Wells internal risk assessment](#)), determine the two to three critical organizational design initiatives critical to accomplish over the next three years, leading the development and execution of a three-year roadmap designed to maximize the System Office's effectiveness in achieving the Strategic Plan and making necessary adjustments to support System Office culture, retention, and performance.

**III. Engage Crucial Constituencies**

- Build productive, positive relationships with the System’s many engaged stakeholders and partners. Key stakeholders include:
  - NC Legislature and Governor
  - Partner agencies in Education, Commerce, Workforce Development
  - NCCC System Board
  - NCCC Presidents’ Association
  - NCCC Trustees Association
  - NCCC Foundation
  - N4CSG Board
  - JM Belk Endowment
  - The Belk Center
  - Business and corporate community

**IV. Facilitate Marketing, Branding and Communications Initiative**

- Oversee the continued development and execution of a comprehensive, statewide and national communications, marketing and branding plan that:
  - effectively proclaims the strengths and importance of the NCCC System
  - facilitates improvement in communication plans at our 58 colleges
  - ensures tailored outreach to key constituencies such as prospective students at all levels, the business community, and the NC public at large.