Mission and Vision

ATC Mission

Atlanta Technical College, a unit of the Technical College System of Georgia, located in the city of Atlanta, is an accredited institution of higher education that provides affordable lifelong learning opportunities, associate degrees, diplomas, technical certificates of credit, customized business and industry training, continuing education and other learning services using state-of-the-art technology. The integration of academics and applied career preparation to enhance student learning is essential in meeting the workforce demands and economic development needs of the people, businesses, and communities of Fulton County.

ATC Vision

We envision a flexible, world-class educational network incorporating technical and adult education and customized business and industry workforce training. This quality system of programs, courses, and services will be recognized as the intelligent choice for Atlantans seeking post secondary training and lifelong educational experiences and for Atlanta companies and organizations requiring customized training and retraining services. To accomplish this goal, we will seek to solidify and expand existing relationships while continuously establishing new relationships with community and business organizations while continuously upgrading instructional technologies to reflect industry standards and emerging technologies. Through the establishment of strategically located satellite campuses within our service delivery area and the expansion of our distance education offerings, we will assure access to education and training for citizens throughout the Metro Atlanta area. Atlanta Technical College will ensure that information, training, and educational resources will be readily accessible to citizens who will strengthen and elevate Atlanta’s economy as we assist them in becoming highly skilled quality graduates, ready to meet the global demands of Georgia’s capital city.
Value and Belief System

Atlanta Technical College Core Values

These core values define our enduring character and are the primary reasons that Atlanta Technical College has been a strong community influence for so long. We are proud of our reputation in the community and our traditions of academic excellence and educational success. We honor tradition, yet seek to expand it, moving forward into the future informed by traditional values that transcend time, size, business and industry trends, management changes, or other external factors.

By maintaining these core values, we preserve what has always been special about Atlanta Technical College.

Our core values are the guiding principles that direct our work as we fulfill our mission and implement our strategies. Whether you interact with a staff member or an administrator, attend classes taught by one of our faculty members, or meet an Atlanta Tech student in the community, you will see these values at work.

- Service
- Academic Excellence
- Respect and Integrity
- Empowerment and Accountability
- Creativity
- Diversity
- Community

Atlanta Technical College’s core values complement the Technical College System of Georgia belief system, and the college shares these beliefs as fundamental to all school-wide plans, programs, services, and operations, including these:

- Belief in the value of the individual
- Belief that ATC should be a leader in assuring that all people have equal and expanded access to educational opportunities
- Belief in the value of education as a benefit to individuals and society as a whole
- Belief in the value of work as an integral and necessary part of healthy and growing individuals, cultures, and economies
Belief in the value of local community input and involvement in education

Belief that literacy, English and math proficiency, and the ability to find solutions to problems are essential for people to function well and be self-sufficient in today’s society

Belief that the vast majority of Atlantans should gain training beyond a high school diploma in order to obtain satisfying employment and adequate wages

Belief that ATC should fulfill its mission by serving students, employers, and economic developers as its primary customers

Belief that ATC should design programs and services to meet the needs of its customers and thereby provide training that satisfies business and industry specifications

Belief that ATC should incorporate the use of leading-edge technology into all programs, services, and operations

Belief that ATC should provide training in occupational competencies that enables students to become technically proficient

Belief that ATC should provide education in work ethics and attitudes that enables students to become responsible employees and employers

Belief that ATC should develop, strengthen, and retain a faculty and administration capable of offering an educational system second to none
# Alignment of TCSG Goals and ATC Goals

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GOAL 1. Access to Post-secondary Education: Atlanta Technical College is committed to mitigating the barriers that may limit student access to a post-secondary education.

Desired Outcome: Increase by 5 percent year-over-year the number of students who enroll in Atlanta Technical College

OBJECTIVE 1 Expand initiatives for transition to lifelong learning opportunities
   i. Establish and maintain partnerships with high schools and community agencies to increase high school initiatives
   ii. Ensure a positive transition into credit programs by students’ receiving internal services through initiatives such as Fatherhood, the ACT Assessment Center, VESL, WIA, and Learning Support Services.
   iii. Establish and maintain partnerships with public and private partners including non-profit and community organizations
   iv. Develop adult literacy and GED programs to service members of the local community and transition them to become successful student learners at ATC
   v. Collaborate with USG and other 4-year colleges and universities to establish articulation of credit agreements

OBJECTIVE 2 Reduce social and financial barriers for students
   i. Inform students of and provide access to external social support services such as housing assistance, healthcare assistance, childcare assistance, transportation assistance, and food assistance
   ii. Continue to market the on-campus childcare center to students who may need these services
   iii. Provide quarterly financial aid workshops for current and potential students to assist them in understanding the various types of financial aid available to them including loans, grants, scholarships, sponsorships, and apprenticeships
   iv. Enhance relationship with MARTA to improve service to ATC
   v. Participate with planning commissions and development corporations engaged in the development of the Beltline and other similar projects

OBJECTIVE 3 Expand options for how and when students take courses
   i. Expand evening and weekend instruction
   ii. Expand online, hybrid, and web-enhanced courses
Goal 2. Student Success through Quality Instructional and Administrative Practices

**Desired Outcome:** Increase Atlanta Technical College’s year-over-year graduation and retention rates by 5 percent

**OBJECTIVE 1** Improve the quality of academic programs

i. Maintain existing institutional and obtain additional programmatic accreditations and certifications each year

ii. Ensure that non-academic areas are compliant with accreditation standards

iii. Maintain dialogue with community, business, and industry through advisory committees, back-to-industry sessions, surveys, workshops and other vehicles to understand job requirements and industry trends

**OBJECTIVE 2** Improve student support services

i. Foster a positive environment that is student-focused

ii. Facilitate the collaboration of student support services from recruitment to placement

iii. Identify external resources and efficiently allocate internal services to provide valuable assistance to students with special needs

iv. Provide learning support services to academically disadvantaged and other underserved populations

v. Create additional opportunities and encourage student participation in student government, campus organizations, athletics and other student activities

vi. Offer through information on such topics as work ethics, conduct, conflict resolution, and life skills using student workshops or other means of dissemination

**OBJECTIVE 3** Improve the quality of instruction

i. Provide instruction using best practice teaching and learning techniques (i.e. blended instruction, distance learning, active engagement, etc.)

ii. Provide instruction using student-centered learning methodologies

iii. Provide effective assessment of student learning outcomes
Goal 3 Workforce Development for Economic Vitality

**Desired Outcome:** Increase Atlanta Technical College’s year-over-year overall placement rate by 2 percent and in-field placement rates by 5 percent

**OBJECTIVE 1** Strengthen economic development programs
   i. Support the creating, attracting, expanding, and retaining of jobs for business and industry
   ii. Promote the Georgia Work Ready Program and other State initiatives
   iii. Promote the certified specialist programs, including customer service, warehousing and distribution, construction, information technology, and manufacturing
   iv. Continue to utilize information from advisory councils and survey local businesses and the community entities to determine interests and needs so that non-credit certificate programs and course offerings can be expanded to reflect these interests and needs
   v. Continue to build relationships with organizations such as the Fulton Office of Aging to offer non-credit courses at offsite locations

**OBJECTIVE 2** Expand credit programs to match workforce needs/strategic industries
   i. Continue utilizing information from advisory committees and surveying local businesses and the community to determine interests and needs
   ii. Continue to analyze local, national, and international labor trends
   iii. Create programs that meet labor demands and trends

**OBJECTIVE 3** Support innovation and entrepreneurship
   i. Create a resource and training center for entrepreneurs and small business owners, and utilize it as a business incubator for promising start-ups
   ii. Create a mentoring partnership with local secondary schools to expose them to entrepreneurship
   iii. Become an active member and participant in Junior Achievement and other external business-related mentoring programs

**OBJECTIVE 4** Expand and enhance public and private partnerships
   i. Provide space for local businesses to conduct a series of continuous on-campus interviews of ATC students
ii. Develop partnerships with local businesses to expose young students to various professional occupations with activities such as professional shadowing, mentoring, and apprenticeships

iii. Periodically hold comprehensive job fairs on the campus of Atlanta Technical College

iv. Work with local businesses to expand internship or job exposure opportunities for students nearing graduation

v. Expand advisory committees to ensure selection of members from all levels of businesses representing producers/manufactures, resellers, and marketers of the respective industry products or services

vi. Participate with planning commissions and development corporations engaged in the redevelopment of the space formerly housing the Hapeville Ford Plant, the Lakewood Amphitheatre, Fort McPherson, and Fort Gillem
Goal 4. Community Awareness and Support through Visibility and Involvement

**Desired Outcome:** Increase by 5 percent year-over-year the business and community awareness of Atlanta Technical College

**OBJECTIVE 1** Increase the number of awareness initiatives
   i. Develop a comprehensive marketing and recruitment plan that includes strategies for specific market segments such as secondary students and working adults
   ii. Promote Atlanta Technical College through print, radio, television, internet, signs, billboards, video, and electronic boards and track the effectiveness of each marketing strategy
   iii. Conduct open house activities for parents, high school counselors, businesses, and the community to showcase Atlanta Technical College
   iv. Establish key relationships with the local media

**OBJECTIVE 2** Increase external financial support
   i. Identify and seek individual, corporate, grant and other funding for scholarships, labs, equipment, facilities and other needed resources
   ii. Maintain the college’s presence through presidential involvement in the community
   iii. Diversify representation of Boards to reflect the corporate and individual resources in metropolitan Atlanta
   iv. Hold relationship building meetings with corporate representatives and influential individuals
   v. Organize and engage an ATC Alumni Association

**OBJECTIVE 3** Increase volunteer presence within the community
   i. Create a core group of faculty and staff volunteers to organize and participate in service projects
   ii. Incorporate service learning into all academic programs
   iii. Collaborate with key service organizations to elevate the college’s presence in the community
Goal 5. Effectiveness and Efficiency of Organizational Operations

**Desired Outcome:** Decrease by 2 percent year-over-year the Cost per Graduate at Atlanta Technical College

**OBJECTIVE 1** Increase the skills, abilities, and knowledge of the internal workforce
i. Invest in and promote work related industry workshops, conferences and other internal and external staff development, leadership development and technology training for faculty and staff
ii. Replace adjunct with full-time faculty where feasible

**OBJECTIVE 2** Improve internal communication
i. Present quarterly orientation sessions for new faculty and staff
ii. Expand usage of the “MyATC” communication portal
iii. Continue to provide weekly information through “This Week at ATC”
iv. Install and effectively utilize video monitors to display electronic messages
v. Provide updates from Senior Staff in quarterly faculty and staff meetings
vi. Convene quarterly town hall meetings for faculty, staff, and student
vii. Establish a Human Resources website that provides updates to faculty and staff

**OBJECTIVE 3** Improve customer service
i. Provide ongoing “Extreme Hospitality” training throughout the entire organization
ii. Provide cultural diversity and sensitivity training to better serve the total populations of the service area
iii. Employ multilingual staff to address the diverse populations served
iv. Create a one-stop shop for admissions, testing, financial aid, career interest identification, and other services aimed at successful and efficient matriculation at ATC

**OBJECTIVE 4** Improve employee retention
i. Provide competitive pay and enriching experiences to employees
ii. Assess employee satisfaction and morale through confidential surveys
iii. Develop mechanisms to incorporate employee feedback and recommendations for the continuous improvement of the organization
Goal 6. Development of Organizational Infrastructure

Desired Outcome: Increase by 2 percent year-over-year the student and employee satisfaction with facilities, technology, and equipment at Atlanta Technical College

OBJECTIVE 1 Increase environmental responsiveness of campus
  i. Initiate a recycling program
  ii. Incorporate Leadership in Energy and Environmental Design (LEED) principles in all construction and renovation projects
  iii. Convert and modernize existing utility systems to more energy efficient units

OBJECTIVE 2 Improve college classrooms, labs, and administrative areas so that they maintain conduciveess to learning and working
  i. Expand the utilization of the “Track It” software system to effectively address and manage old and new work order issues
  ii. Identify instructional and administrative equipment currently used in industry, purchase, maintain, and periodically replace it
  iii. Establish an ongoing facility assessment process to include a review of scheduled upkeep services such as cleaning, lawn, and preventive maintenance
  iv. Work with students and their organizations to beautify the campus through a student pride initiative

OBJECTIVE 3 Improve campus safety and security
  i. Maintain compliance with the Clery Act
  ii. Provide safety and security workshops for faculty, students and staff
  iii. Establish an ongoing evaluation of security staff and services

OBJECTIVE 4 Enhance technology to improve college administrative functions and student learning
  i. Hire Banner consultants to work with key staff to expand the use of Banner so that its full capability is realized
  ii. Provide continuous technology training including Banner and Microsoft Office
  iii. Create smart classrooms for every classroom in which instruction is provided
  iv. Implement the Microsoft SharePoint platform for every major division and quality improvement initiative at Atlanta Technical College
  v. Ensure security and necessary isolation of web and network servers
OBJECTIVE 5 Increase physical space capacity to accommodate growth in enrollment, diversification of programs offered, and the needs of the community Atlanta Technical College serves

i. Construct new buildings reflective of the demands of the local economy and growth in ATC’s programs

ii. Seek off-campus sites in strategic locations in Fulton County including areas identified as North Fulton, South Fulton and West Fulton

iii. Renovate existing space to reflect current industry trends
Expanded Statement of Purpose

Atlanta Technical College (ATC) is a comprehensive, urban, public, two-year community and technical college serving Fulton County, south of the Chattahoochee River. College programs and services provide accessible, high-quality post-secondary education that prepares the traditional and non-traditional student to enter the job market. The college awards associate degrees, diplomas, and technical certificates of credit. Atlanta Technical College will seek to meet Metro Atlanta industry needs and student demands through the provision of state-of-the-art academic and career preparation, customized business and industry training, continuing education, and other learning services as outlined in the following major purposes:

- To provide access and awareness to technical education through its contribution to the economic prosperity, quality of life, and “education culture” of Atlanta’s communities by increasing availability of credit and non-credit educational opportunities, strengthening community involvement, and raising public awareness of the benefits of technical and adult education;
- To ensure student success through quality support services and technical programs by providing programs and services that ensure the satisfaction, retention, and graduation of students for viable and consistent employment with local, state, and national companies that are equally satisfied with the quality of our graduates;
- To provide accountability through effective and efficient management that ensures effective, adequately supported, and efficiently managed technical education, adult education, and economic development programs and services are available for all citizens of Atlanta;
- To develop the sufficient, satisfied, and qualified internal workforce needed to meet the demands of Atlanta’s citizens and businesses for quality technical education, adult literacy, and economic development programs and services; and
- To develop a high quality infrastructure for extended and enhanced services through the provision of sufficient and appropriate facilities, technology, and equipment throughout Atlanta Technical College and its service delivery area to extend and enhance programs and services.