

THE 2024-27 STRATEGIC PLAN



ST. PETERSBURG COLLEGE

NEARLY 100 YEARS OF SERVICE

Dear Colleagues and Friends,

For nearly 100 years, St. Petersburg College has been a beacon in our community, an invaluable and accessible resource for people seeking better lives for their families and fulfillment in their careers.



We have amplified our role that began in the 1920s, when St. Petersburg residents began talking about the need for an institution of higher learning to provide job skills training to local residents. With the backing of local business and political leaders, St. Petersburg Junior College — Florida's first two-year college — opened its doors to 102 students and 14 faculty on Sept. 12, 1927. The first graduating class held 48 students.

In 1965, Gibbs Junior College, the area's predominantly African American college, merged with SPJC. In 2001, when the college became the first in the state to offer bachelor's degrees, we became St. Petersburg College.

Now a leading and vibrant institution, SPC serves more than 30,000 students each year in the Tampa Bay area and beyond. We are drivers of the economy and dedicate ourselves to helping our students earn the degree that will lead to a better job so they can build a better life.

We accomplish this by employing more than 2,200 faculty and staff who deliver excellence in teaching and learning in programs that lead to high wage jobs or four-year degrees.

The success of our more than 201,000 graduates tells the story. Our average associate degree graduate earns nearly \$20,000 more each year than a person with a high school diploma or equivalent. Those with bachelor's degrees have additional annual earnings of \$33,000 per year.

As we celebrate our 97th year, we continue to educate, empower and engage our students, employees and community through our commitment to deliver excellence in teaching and learning, drive economic advancement, and strengthen our community.

Sincerely,

A handwritten signature in blue ink that reads "Tonjua Williams". The signature is written in a cursive, flowing style.

Tonjua Williams
President, St. Petersburg College



OUR MISSION

The mission of St. Petersburg College is to empower our students and community to achieve success and economic mobility through academic excellence and engagement

OUR VISION

A premier college enriching and strengthening lives through a community of care.

OUR VALUES

Student Success

We believe students are the heart of SPC, and we align resources, decisions, and efforts to empower them to succeed.

Integrity

We cultivate trust, transparency, and equity through personal and institutional ethics, empathy, and compassion.

Community Focus

We foster and model the principles of inclusion, service, partnership, and social responsibility through community engagement to build strong relationships locally and abroad.

Growth and Empowerment

We provide our students and employees clear pathways for personal and professional growth resulting in ongoing opportunities for leadership, engagement, and advancement.

Communication

We build open and honest relationships to ensure inclusive dialogue with stakeholders to make informed and transparent decisions.

Belonging

We are committed to ensuring that all stakeholders receive what they need to be successful through experiences, policies, practices, and behaviors that are just, fair, and inclusive for individuals to reach their full potential.

OUR PEOPLE AND CULTURE

Our College is distinguished for institutional effectiveness, excellence across all dimensions of our work and our people are as the fabric of our institution.

To make measurable progress towards our institutional culture, we will execute the following strategic imperatives by 2027:

- Our teaching and learning excellence strategies and initiatives embed cultural competencies across curricular and co-curricular experiences, provide extensive training programs for faculty and staff, and result in greater exchanges of ideas throughout the campus.
- Faculty and staff are empowered through ongoing professional development, leadership programs, career advancement opportunities, and other resources that enhance employee and personal wellbeing.
- Our human resource policies, procedures, and business processes enable us to recruit and retain outstanding people.
- We recognize and reward our employees for using their expertise, creativity, and collaborative spirit to improve accountability, productivity, effectiveness, and efficiency.
- Our flexible and accountable governance structures improve our responsiveness and ability to make timely decisions.
- Faculty, staff, and students advance our legacy of community stewardship.





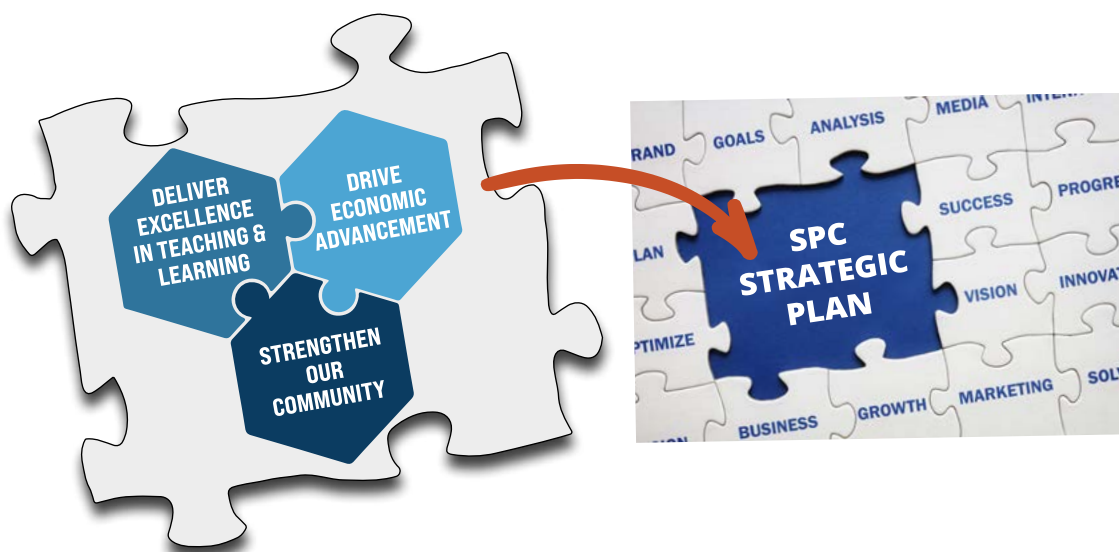
OUR PROMISE TO OUR STUDENTS

We make these promises to our students:

- We will help you discover your purpose and translate that purpose into a fulfilling career and a meaningful life.
- We will allow you to work side-by-side with teacher-scholars to expand immersive learning experiences.
- We will actively seek your ideas, perspectives, and voices.
- We will provide support for your physical, mental, and emotional health.
- We will provide opportunities for you to meaningfully engage with partners beyond campus.
- We will ensure a vibrant College community for all students, faculty, and staff



OUR GOALS FOR THE NEXT 3 YEARS



DELIVER EXCELLENCE IN TEACHING & LEARNING

Drive student achievement in programs of high value.

- Increase enrollment in programs of high-value that result in high-wage jobs or efficient transfers to baccalaureate programs to 74% by the end of June 2027.
- Increase first-time, full-time, student persistence to 80.5% by the end of June 2027.
- Increase on-time, first-time, full-time, student graduation rate to 45% by the end of June 2027.

DRIVE ECONOMIC ADVANCEMENT

Ensure SPC graduates secure high-wage and in-demand jobs.

- Decrease enrollment in low-value pathways by 93% by the end of June 2027.
- Cultivate meaningful corporate partnerships by transitioning 600 corporate relationships from Prospect, to Advocate, to Premier status by the end of June 2027.
- Place 12,000 students into high wage jobs, clinicals, apprenticeships, or internships by the end of June 2027.

STRENGTHEN OUR COMMUNITY

Engage SPC students and employees as champions for community change.

- Increase SPC employee retention rate to 90% by the end of June 2027.
- Increase percent of alumni who are engaged through financial giving by 3% by the end of June 2027.
- Connect with 25,000 disengaged community members to share the benefits of higher education by the end of June 2027.



INSTITUTIONAL PRIORITIES

Inspired by our President and Board of Trustees



BEST PLACE TO WORK

Foster an environment that supports and values employees, encourages professional growth, and promotes a positive culture. Create an environment where employees feel valued, supported, and motivated to excel.



IMPLEMENT DATA-INFORMED STRATEGIES

Build the Plan's foundation on current and comprehensive information



NO STUDENT LEFT BEHIND

Invest in student learning and elevate performance by expanding flexibility and choice in modalities for student reach.



ALIGN BUDGET & STRATEGIC PLAN

Align and create consistencies between the strategic plan, the fiscal budget and capital investments



FACILITATE EMERGING TECHNOLOGIES

Drive the integration of emerging technologies and foster a multidisciplinary approach.



St. Petersburg College

SPC

STRATEGIC PLANNING COMMITTEE

President

Tonjua Williams

Board of Trustees

Jason Butts, Chair

Deveron M. Gibbons, Vice Chair

Katherine E. Cole

Thomas Kidwell

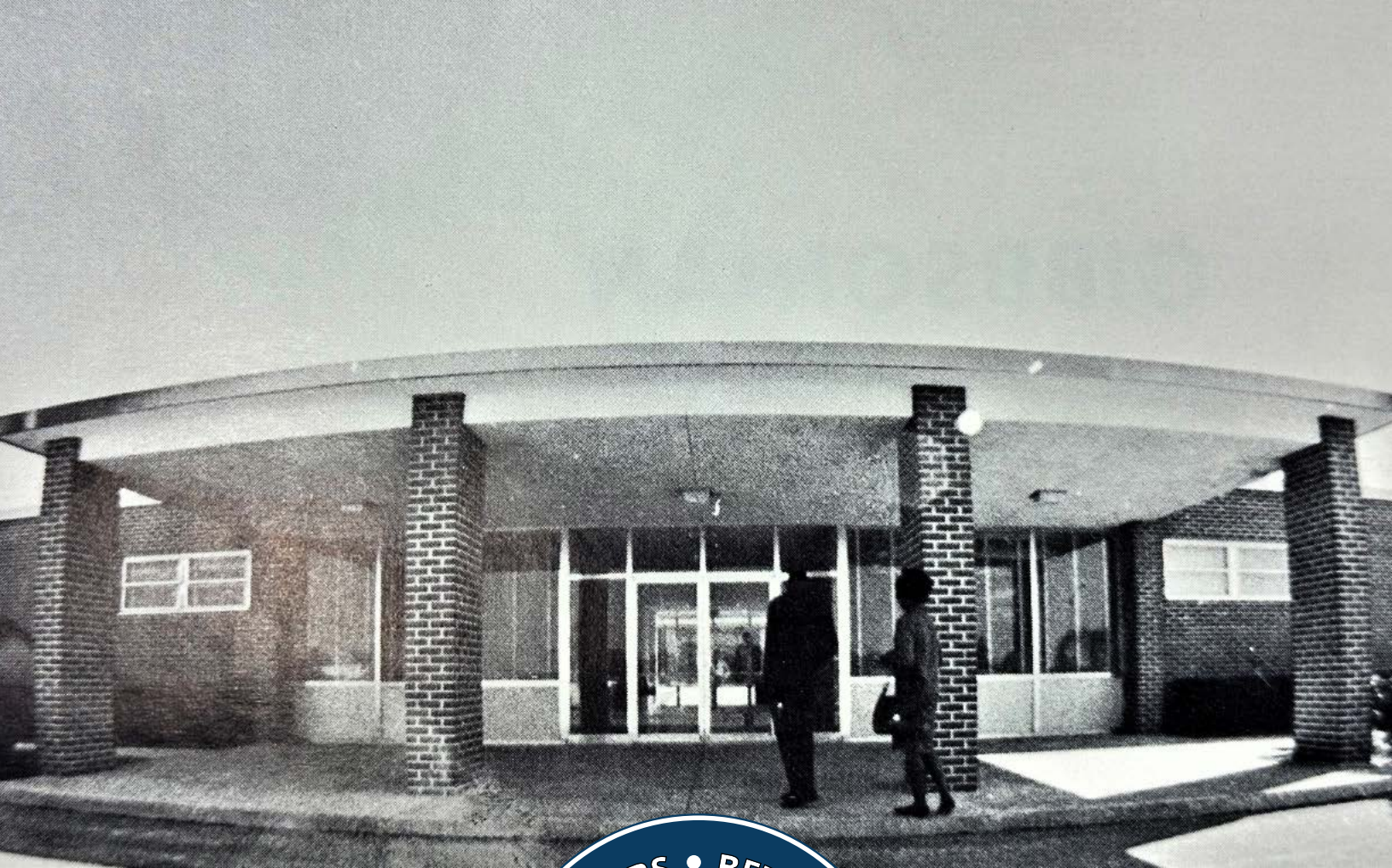
Student, Faculty, and Staff

Fawzi Al Nassir • Donna Bolich • Johnny Boykins • Raheim Brown • Marilyn Browne
Christopher Cain • Ian Call • Noah Case • Fabiola Castillo • Jimmy Chang • Adam Colby
Demetria Coleman • Jamelle Conner • Mia Conza • Hope Corbit • Marie Couch
Sabrina Crawford • David Cutler • Rodrigo Davis • Christina Edgeworth • Gary Falasca
Lise Fisher • Djuan Fox • Andrew Gomes • Julie Gomez • Sara Gomez • Tashika Griffith
Leslie Hafer • Raquel Hairston • Ryan Halstead • Dwayne Harrington-Bey
Christopher Harvey • Emmanuel Hernandez-Agosto • Barbara Hubbard • Janette Hunt
Keron Jean-Baptiste • Tom M Kelley • Madeline Kirsch • Matthew Liao-Troth • Bryson Long
Hector Lora • Melissa McAllister • Eric McClendon • Theresa McFarland • Mike Meigs
Natavia Middleton • Elizabeth Miller • Maginda Montero • Gretchen Mullin-Sawicki
Anthony Nappi • Phi Nguyen • Felix Nickel • Gabrielle Payne • Faith Pieterse • Ralph Reid
Patrick Rinard • Steve Shepard • Jackie Skryd • Joseph Smiley • Deanna Stentiford
Mark Strickland • Martine Tomlin • Angel Torres • Rachel Torres • Jesse Turtle
Natalie Washington • Sean Williams • Darryl Wright-Greene • Kellie Ziemak

Our Team

Provided feedback on the college-wide plan through the surveys and as key members in SPCC and campus workshops. 74 individuals leveraged subject-matter expertise to develop goals, objectives, tactics, and metrics for each focus area.





ST. PETERSBURG COLLEGE

spcollege.edu

Photo: St. Petersburg College Gibbs Campus, 1927

St. Petersburg College is committed to equal access/equal opportunity in its programs, activities, and employment.
For additional information, visit www.spcollege.edu/eao. 10/2025