



Reference Materials

The sections below include elements from college-level planning efforts that may be relevant to your committee goal creation. All committees are being asked to place the accreditation self-evaluation as their highest goal. In addition, some committees are essential to completion of college strategic plan goals—please make these your second highest priority. Finally, some committees may be able to facilitate program review goals as developed by individual programs. Committees are not expected to support any specific program review goal, but in reviewing the listed items can inform additional goals the committee may choose to adopt.

Marketing Committee

Accreditation Standards

Suggested Goal: Review language of Accreditation Standards to identify and provide evidence to the self-evaluation writing teams. Identify areas where the college may need additional effort to reach the standard level and development an action plan to improve the college in these areas.

(no specific standards identified)

College Strategic Plan

Goal #1: Increase the community’s understanding of the college, its value to the community, and its ability to meet the educational goals of students.

Objective 1.1: Develop and implement a two-year marketing plan with identified ongoing funding that effectively communicates the value of the college to the community and prospective students, identifies additional sources of revenue generation, and includes in-reach and outreach strategies tailored for different target audiences.

Goal #1: Strengthen collaborative partnerships with the local K-12 institutions to align programs and facilitate student matriculation to Mission College.

Objective 1.1: Create a high school ambassador program which actively promotes programs, student activities and clubs to prospective students in the high schools.

Program Review Goals

Chemistry	Increase outreach activities to recruit more students interested in a transfer degree in Chemistry	Mission College students would work with the surrounding community to perform science demonstrations, and encourage K-12 students to go to college. By having a faculty-advised, student-run outreach organization, the students would feel a sense of community/ networking within the science department. This type of program would be beneficial to open more connections with all the science departments.	Marketing
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EOPS	To develop, maintain, and implement a “working” outreach plan that pays particular attention to historically underserved and underrepresented populations, and provides for on-going establishment and nurturing of linkages both on campus and in the community.	Underserved and underrepresented populations need to be/remain a priority, and the presence of EOPS as a resource to potential students needs to be known. This goal will help in providing access to potential students among these populations, augment efforts of the Outreach Office, contribute to the college’s Student Equity Plan, and serve as a foundation for outreach plan goals focusing on the target groups. Regardless of the economic climate, EOPS still considers it crucial to perform outreach activities, particularly to those populations that are historically underserved and underrepresented in higher education. Additionally, our efforts help to recruit students focused in the college’s Student Equity Plan. Our goal for 2010-11 was to perform eight outreach activities, and we achieved that by completing eleven. However, some of these activities were considered more “passive” in that EOPS literature was disseminated at various organizations such as at public libraries and non-profit organizations but no presentations were offered. There was inadequate support to provide in-person recruitment at all the locations visited. Now that there is more focus on literature distribution rather than in-person outreach, the EOPS/CARE material that has been previously created should be revised. Ideally, it would be beneficial to create a more comprehensive brochure.	Marketing
Graphic Arts/Design	Increase marketing efforts to promote our programs and courses, especially with students attending for-profit institutions.	Increased visibility of our course offerings and programs will enable us better to compete with nearby private institutions offering similar training.	Marketing
Admissions and Records & Outreach	Support the college’s active participation in the K-16 Bridge Program in order to ensure a pathway for new recruits from high school to admission to Mission College. Increase current K-16 Bridge participation by establishing new partnerships with local feeder high schools not currently engaged in this program.	Students will transition into the community college setting much more smoothly for potential students.	Community Connections
Allied Health	Develop further relationships with local community clinical agencies to increase participation in the Health Occupations Advisory Committee and maintain adequate clinical resources for the Nursing Assistant and Home Health Aide students.	Relationships will be created to increase the number of available clinical agencies and enhance the success of the programs.	Community Connections

Art	Make use of the Vargas Gallery as a marketing tool for our programs by developing juried art shows for local artists and students, advertising shows through postcards, and inviting guest curators to develop shows.	This will give our gallery more visibility in the community and draw people from off campus to see our school. A stronger gallery presence can also attract higher profile art shows which give our students a broader awareness of artists and art styles in the community. Art shows are an important teaching tool for our art classes as well as other subject areas across campus.	Community Connections
Art	Enable Mission College art students to gain valuable experience by creating an artist-in-residence program with local k-12 schools whereby Mission students would be hired by an arts organization to provide visual arts programs to K-12 schools.	Students can gain work training and experience by working with K-12 and preschool children.	Community Connections
Astronomy	To increase the frequency and quality of Public Observations at Mission College.	Public observing programs allow the community to come to Mission and allows our students an opportunity to interact with faculty in a different environment.	Community Connections
Communications	Increase student participation in forensics (debate & etc.) program and other Comm 19 activities.	More focus is being put on the Speech Team in COMM 19, although we still wish to provide opportunities for students who do not wish to develop their communication skills in a public speaking format. The Speech Team has attracted students, and has received some funding, but will depend on availability of funding for its continued success. COMM 19 has intended to provide students with real-world application of the skills they learn in our communication classes, providing opportunities for students to practice and apply these skills in the community - the Mission College community in our Conversation Groups with non-native speakers of English, by observing communication in public events, and by participating in speech and debate tournaments. We believe these opportunities benefit the students in their development of life-long skills that will aid them in their community and at their work. At the same time, we believe they provide Mission College with ambassadors to demonstrate the commitment the college has to involvement with the community.	Community Connections
Psychiatric Technician	Develop 2 new clinical sites that reflect the changing job placement outlook for Licensed Psychiatric Technicians	The deinstitutionalization of the developmentally disabled population continues to impact and require ongoing development of appropriate clinical placements for students in areas in which Psychiatric Technicians are being utilized. Provision of appropriate clinical placements is essential for provision of an experience which meets the needs of an ever-changing health care system. Providing adequate training for the faculty in each new facility will	Community Connections

		maximize the full clinical experience.	
Psychiatric Technician	Increase outreach for PT program to continue retention of current PT program enrollment numbers (30 students) and addition of 1 new members to the advisory board every year through developing relationships with community clinical sites and local high school guidance counselors	Providing current employment opportunities, program information and strengthening of community relationships in a larger demographic area allows for access to entry-level practice opportunities in health care to students at the high school level as well as access to Community service opportunities for community partners to serve on the advisory board.	Community Connections
Reading	Working with Santa Clara City Library on their grant to use graphic novels in promoting reading and improving adult literacy.	Research suggests that instructional use of graphic novels can help build reading skills for children and young adults. The effort here is to see whether that will occur with our developmental student population. Graphic novels will be used in both developmental Reading and English classes to help foster students ability to master reading and writing strategies.	Community Connections
Retail Floristry	Establish an active Mission College Floral Alumni Association by Spring 2014.	This association could do community outreach and one-to-one mentoring with currently enrolled students	Community Connections