

2012-2013

Strategic Focus: Community Life, Outreach, and Marketing

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. (In Progress)*

Goal #2: Create a sense of community and collaboration at all levels across the college.

- *Objective 2.1: Develop an annual process to program events and activities for staff and faculty to connect and share resources and knowledge, e.g., brown bags and colloquia.*

Strategic Focus: Curriculum and Program Improvement

Goal #1 Ensure that the college's curriculum responds to the 21st century needs of our students and the community.

- *Objective 1.1: Reevaluate and implement clearly defined pathways to facilitate goal completion in transfer, career technology education, and basic skills. (In Progress)*

Goal #2: Increase the number of opportunities for students to transfer to a four-year institution.

- *Objective 2.1: Develop and increase the number of degree options offered by the college, including those which fulfill SB 1440 requirements. (In Progress)*

Goal #3: Increase the number of students who earn awards and transfer within Science Technology Engineering and Mathematics (STEM) disciplines.

- *Objective 3.1: Increase the number of Science Technology Engineering and Mathematics (STEM) course offerings to meet the needs of students and the surrounding community. (In Progress)*

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Strategic Focus: Economic Development and Sustainability

Goal #1: Provide market-responsive education, training, and services that are developed in conjunction with business, industry and community partners to address local workforce, economic and community needs.

- *Objective 1.1: Identify additional funding, resources, facilities, and equipment to strengthen the college's workforce and career programs and increase its self-sustainability. (In Progress)*

Goal #4: Create a scheduling model which includes criteria for resource allocation model implications to ensure that college fiscal solvency equals enrollment solvency.

- *Objective 4.1: Develop a 2 Year Core Schedule across all disciplines. (In Progress)*

Strategic Focus: K-12 and Higher Education Articulation and Partnerships

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. (In Progress)*

Goal #3: Expand and enhance collaborative partnerships with international communities to increase the global diversity of the college.

- *Objective 3.1: Finalize details of revenue sharing with the District for the International Studies Program to enable future planning. (In Progress)*

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Strategic Focus: Leadership and Professional Development

Goal #1: Provide opportunities for all employees to receive professional development and skill building.

- *Objective 1.1: Create, publish, and market an online yearly professional development calendar of training opportunities to improve skills and better respond to evolving student needs.*

Goal #2: Promote leadership growth and participation in community and college activities from all college constituencies.

- *Objective 2.1: Involve all constituencies to establish a collaborative leadership model that increases staff participation in college committees and governance. (In Progress)*

Strategic Focus: Student Learning, Completion, and Institutional Accountability

Goal #1. Facilitate student persistence, retention, and goal completion through effective student support and instructional strategies.

- *Objective 1.1: Develop and implement student support and instruction programs which encourage innovation and flexibility, including models of accelerated learning, a First Year Experience program, an Honors Program, Supplemental Instruction, Project Based Learning, and integration of basic skills and ESL skills training in non-basic skills courses. (In Progress)*

Goal #2: Implement ongoing institutional assessment and evaluation that supports student learning and completion.

- *Objective 2.1: Fully implement Student Learning Outcomes Assessment cycles and Service Area Outcomes Assessment cycles at the course, program, and the institution to further improve institutional effectiveness at a minimum of a proficiency level. (In Progress)*

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Strategic Focus: Technology

Goal #1: Optimize technology to provide effective support for programs, services, and processes, with a focus on sustainability.

- *Objective 1.1: Utilize technology to deliver student services to students primarily engaged in distance learning.*

Goal #2: Identify and foster partnerships with technology organizations to keep the college at the forefront of technological advances.

- *Objective 2.1: Develop partnerships to identify emerging technologies, implementation strategies, and opportunities to utilize technology to improve quality and efficiency in college operations. (In Progress)*