

# Draft Strategic Planning Goals & Strategies

September 12, 2007

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## Chapter 1

# Strategic Planning Strategies

## Goal 1: Base all curricular and programming decisions on data-driven strategies

1. Use data to make informed changes in programs, curriculum, schedules and student services including a cost benefit analyses.

### ACTION PLANS

- (a) DESCRIPTION - Complete the data report using the definitions supplied on page 102 in Basic Skills Handbook.
  - TIMEFRAME - August 20, 2007
  - WHO IS RESPONSIBLE - College Researcher
  - SUCCESS FACTOR - Comprehensive Basic Skills report
  - RESOURCES REQUESTED - Regular funding
  - WHO IS RESPONSIBLE - ISSC/Administrative Council
- (b) DESCRIPTION - Develop a cohesive set of research questions that allow us to begin tracking identified student cohorts.
  - TIMEFRAME - 9/30/07
  - WHO IS RESPONSIBLE - College Researcher
  - SUCCESS FACTOR - Research questions
  - RESOURCES REQUESTED - Regular funding
  - WHO IS RESPONSIBLE - ISSC/Administrative Council
2. Analyze changes in student demographics, preferences, and attitudes as well as social, economic technological and demographic changes in southern San Mateo County and the Bay Area.
3. Identify cohorts of students and track their progress through the institution and afterwards. Use student progression and completion data in the program review process.
4. Partner with other entities to gather key data about potential student needs and trends.
5. Actively seek niche programming as a result competitor analysis and ongoing research

## Goal 2: Develop new programs and strengthen existing programs to meet our community and business needs

1. Develop partnership with Employment Development Department and Workforce Investment Board to investigate employment trends developing the county economy.

### ACTION PLAN

- (a) DESCRIPTION - To contact business leaders in the Bay Area to identify where there are employment opportunities and identify the emerging trends in industry and community based organizations.
  - TIMEFRAME - April 20, 2008
  - SUCCESS FACTOR - Report/Statistics
  - RESOURCES REQUESTED - Reassigned time
  - WHO IS RESPONSIBLE - Linda Hayes & faculty
2. Invest financial and human resources to strengthen and support current and existing programs.
3. Train pertinent college personnel to market programs to the community to promote partnership opportunities and disseminate information about Cañada College's programs.
4. Develop and conduct surveys to identify community and business desires and needs. Develop separate surveys for community residents and business sector.
5. Develop and promote a professional looking College brochure that displays current programs and career pathways.

### ACTION PLANS

- (a) DESCRIPTION - Develop a general College brochure (in Spanish & English)
  - TIMEFRAME - October 1, 2007
  - SUCCESS FACTOR - A completed brochure
  - RESOURCES REQUESTED - \$26,000 is set aside for this purpose from Student Growth funds
  - WHO IS RESPONSIBLE - Robert Hood
- (b) DESCRIPTION - Following the development of Career Pathways (see Goal 5 Strategy 4), create appropriate marketing materials.
  - TIMEFRAME - May , 2008
  - SUCCESS FACTOR - Marketing materials in place
  - RESOURCES REQUESTED - Funding from carry over
  - WHO IS RESPONSIBLE - Deans & appropriate faculty
6. Remain competitive in the education environment and prepare students for workforce by incorporating current technology in programs.
7. Open the Child Development Lab to strengthen the ECE/CD Certificate and Degree which requires a practicum.
8. Develop and offer an apprenticeship program.

**Goal 3: Develop programs and recruit students that respond directly to the current and projected demographic and economic trends in the College's Service Area.**

**Goal 4: Improve success, retention, and persistence of students who are in basic skills classes, including English as a Second Language.**

**Goal 5: Improve the persistence and transfer rate of students enrolled in transferable courses**



**Goal 6: In dialog with business and industry, support and strengthen existing workforce programs. Through research and sustained interaction with the business community, pursue new programs and courses which reflect the dynamic occupational and specific needs of the Bay Area economy**

**Goal 7: Increase entrepreneurial actions across the College by seeking new revenue sources**

**Goal 8: Develop and strengthen external collaborative relationships and partnerships**

**Goal 9: Build an educational environment that fosters a passion for education, and the leadership and the personal skills necessary for civic engagement/ participation**

**Goal 10: Provide new and expanded opportunities for faculty and staff development which support an atmosphere of excellence in academics and student support services**

**Goal 11: Improve number of certificate and degree awards**

## Chapter 2

# Some small hints

### References

Using the commands `\label{name}` and `\ref{name}` you are able to use references in your document. Advantage: You do not need to think about numerations, because  $\LaTeX$  is doing that for you.

For example, in section 2 on page 15 hints for dividing large documents are given.

Certainly, references do also work for tables, figures, formulas. . .

Please notice, that  $\LaTeX$  usually needs more than one run (mostly 2) to resolve those references correctly.

### Dividing large Documents

You can divide your  $\LaTeX$ -Document into an arbitrary number of  $\TeX$ -Files to avoid too big and therefore unhandy files (e.g. one file for every chapter).

For this, you insert in your main file (this one) for every subfile the command `'\input{subfile}'`. This leads to the same behavior as if the content of the subfile would be at the place of the `\input`-Command.

# List of Figures



# List of Tables