Cañada College
Draft of Strategic Planning Strategies
(Goals are finalized and Strategies are presently being studied by Strategic Planning Committee)

Goal One: Base all curricular and programming decisions on data-driven strategies.

1. Use data to make informed changes in programs, curriculum, schedules and student services.

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 harvest key data about potential student needs and trends.

5. Actively seek niche programming.

Goal Two: Develop new programs and strengthen existing programs to meet our community and business needs.

1. Develop partnership with EDD and W.I.B., to investigate "hot jobs" and trends coming down the pipe.

2. To invest financial and manpower resources to strengthen and support current and existing programs, two examples would be ESL & Workforce to institutionalize their existence at the College.

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/conduct a survey to identify community/business desires and needs. Separate surveys for community residents and business sector.

5. Develop and promote a professional looking College brochure that displays current programs, job placement by program, including salary ranges and advancement opportunities.

6. Remain competitive in the education environment and prepare students for industry by incorporating state of the art technology in programs.

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

1. Increase student recruiting, especially with under-served markets as identified in this plan.

2. Increase personnel and non-personnel resources to the Outreach Office.

3. Establish a child care center.

4. Increase courses offered off-campus and on-line

5. Increase the number and support of student clubs and activities.

6. Increase targeted outreach to High School and Middle School students.

7. Create non-credit courses that can act as a conduit for students

8. Increase our community based-programs such as CBET to create conduit.

9. Increase on-going research on demographics and economic trends.

10. Include disciple faculty in outreach activities at Middle School/High School counselors and work with parents.

11. Maintaining a faculty and staff that is representative of our demographic area.

12. Add men's football and women's basketball

13. Offer a Honors Program

14. Offer a Puente Program

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

1. Using the statewide framework, which is broad-based, begin a basic skills taskforce on campus to develop new approaches and strategies.

2. Using data-driven strategies to assess effectiveness of our programs. How well are we doing?

3. Develop ways to connect Counseling, Learning Center and Faculty to work as a part of a student support team for students in need.

4. Explore the benefits of integrating reading and writing classes.

5. Develop a system to communicate with everyone who takes the placement tests but never registers.

6. Develop strategies to increase the likelihood of registration from one semester to the next.

Goal Five: Improve the persistence and transfer rate of students enrolled in transferable courses.

1. Recruit students who are prepared to take transfer ready courses.

2. Recruit students with an intention to earn a four-year degree.

3. Reinforce and promote the image of Cañada College as a successful transfer institution.

4. Create pathways by which students can move through transfer programs in a timely fashion.

5. Develop communication among transfer faculty in all disciplines.

6. Improve the collection of data on where our students actually apply, are accepted, and actually attend.

7. Improve use of electronic media to communicate with potential transfer students.

Goal Six: Cañada College will support and strengthen the workforce program which receives a strong response from the community. Through research and sustained interaction with the business community Cañada College will pursue new programs and courses which reflect the dynamic occupational and specific needs of the Bay Area economy.

1. Increase faculty to faculty outreach and communication between College and High School faculty members.

2. Build and maintain relationships with Chambers of Commerce in the Bay Area.

3. Build and maintain relationship with Economic Development Departments within City and County government.

4. Develop accelerated and flexible programs to meet the needs of the workforce community.

Goal Seven: Increase entrepreneurial actions cross the College by seeking new revenue sources.

1. Increase the number of grant proposals to external agencies.

2. (Fund & Support) Increase and support personnel/non-personnel resources for the development office.

3. Seek out and develop focused training opportunities for employers in San Mateo County.

4. Expand Teacher Efficacy Program.

5. Support faculty research.

6. Develop ways for the community to connect with faculty/staff expertise.

7. Create internship/mentorship programs for our students.

8. Increase/support sabbatical/fellowship opportunities

9. Fully utilizing our facilities for external revenue.

Goal Eight: Develop and strengthen external collaborative relationships and partnerships.

1. Develop advisory committees to assess community and industry needs and potential for partnerships.

2. Between Cañada College, High School, and Adult Schools conduct regular faculty to faculty and administrators to administrative meetings to align curriculum, develop common assessment and to develop programming to increase the awareness of students about their career and further education opportunities available at Canada College.

3. Evaluate existing K-12 partnerships and determine how we can improve the programs.

4. Create partnerships that reflect current economy to service area needs.

5. Encourage ongoing contact with secondary schools and the college about competencies required for student success at Canada.

6. An expanded Early/Middle College effort would increase both the High School graduations and higher education participation rates of low-income and minority High School youth.

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

1. Rigorous academic classes with scaffolding to support the under-prepared: study groups, peer tutoring by someone who has had the class;

2. Relationships with faculty OUTSIDE the classroom;

3. An environment full of activities filled with ideas: controversial ideas, global lecture series or panels, high-interest political debates (the war, immigration, the impact of the business community on political life and education), music, theater, field trips elsewhere to find these……

4. Lots of support for a variety of student clubs;

5. Creation of a physical space on campus for exclusive student use;

6. Leadership training for the ASCC students and leaders (like the Academic Senate provides for students also);

7. A friendly, customer service oriented "front" door and enough folks who are bilingual; that we do not have two classes of service (one that takes a bit longer than the other);

8. High frequency counseling and advising about specific areas of study or careers that is timely and accurate;

9. Opportunity for students to interact with others from different backgrounds;

10. Opportunities for students to engage is service learning and;

11. Preservation of and development of outside funding (grants) for activities and programs to engage students and promote diversity.

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

1. Expand opportunities beyond guidelines prescribed by the AFT for current use of Professional Development monies.

2. Find additional sources of money to support faculty and staff attendance at conferences within their discipline or area of expertise.

3. Expand the scope of offerings of the CTL to include workshops in classroom instruction and learning strategies beyond computer education. Workshops could be offered by outside experts or by faculty and staff experts at the College or within the District.

4. Develop new programs for Flex Day activities centered around teaching and learning. Collaborate with the other colleges to develop district wide discipline meetings as flex Day activities.

5. Develop new professional development activities centered on student support. Collaborate with the other colleges to develop district wide student support meetings as professional development activities.

6. Encourage and continue to support staff with their educational development and goals, financially and in flexible scheduling.

7. Support professional development activities that affirm the college's commitment to cultural competency.

8. Support faculty and staff programs that assist faculty and staff in accomplishing the goals of the Strategic Plan.

Goal Eleven: Improve number of certificate and degree awards.

1.   Ongoing and coordinated marketing programs in High Schools and Middle
      Schools.

2.   Inform ESL students of all educational options.

3.   Add new certificate and degree programs

4.   Develop career pathways (certificate ? AS/AA ? transfer)

5.   Partnership with local industry.

6.   Increase personnel and other resources for job placement.

7.   Collaboration between Counseling, Divisions, and Faculty.

8.   Partnership with industry for internship and job placement.