

Strategic Priorities Update Spring 2015

(Dr. Cook)

Five Common Themes:

- Priority 1:** Increase student success and equity.
- Priority 2:** Prepare a world-class workforce and expand regional economic growth.
- Priority 3:** Recruit and maintain outstanding faculty, staff, and administration.
- Priority 4:** Support sustainable improvement of college operations.
- Priority 5:** Increase relationships with community, state, national, and international partners.

Priority 1:

Increase student success and equity

Goal 1:

In order to increase student success, institutional improvements must be made to smooth and improve processes for student entry, progress, and completion. To increase student equity, ACC must close any achievement gaps among student groups.

Strategies group 1:

- S1.1 - Expand partner programs with high schools
- S1.2 - Improve students' college readiness
- S1.3 - Develop strategic recruitment and enrollment management plans
- S1.4 - Set benchmarks and measure results to improve student services
- S1.5 - Improve students' first year experience (FYE)
- S1.6 - Expand partner programs with universities
- S1.7 - Strengthen communication with both internal and external audiences

Metric 1:

Improvement for all students and reduced gaps among different groups of students in persistence and completion rates of academic goals.

Measures group 1:

- M1.1 - 2% increase in successful course completion
- M1.2 - 3% increase in persistence from fall to spring
- M1.3 - 3% increase in persistence from fall to fall
- M1.4 - 10% increase in completion of dev education MATH
- M1.5 - 10% increase in completion of dev education READING
- M1.6 - 10% increase in completion of dev education WRITING
- M1.7 - 10% increase in completion of 15 SCH
- M1.8 - 10% increase in completion of 30 SCH
- M1.9 - 20% increase in completion of certificates and/or degrees
- M1.10 - 5% increase in placement rates (transfer, military, and employment)

Priority 2:

Prepare a world-class workforce and expand regional economic growth

Goal 2:

ACC must increase and develop partnerships with businesses and organizations to prepare a world-class workforce and expand regional economic growth.

Strategies group 2:

- S2.1 - Develop and implement clear and accelerated career pathways
- S2.1 - Implement the ACC Career Expressway
- S2.1 - Implement Career Academies
- S2.1 - Expand the Pathways to Promise program
- S2.1 - Establish Workforce and STEM Centers of Excellence
- S2.1 - Expand contract and continuing education for business/industry

Metric 2:

Creation and expansion (in terms of students served) in workforce partnerships and /or programs

Measures group 2:

- M2.1 - 10 % increase in CTE dual credit enrollments
- M2.2 - 10 % increase in CEU workforce courses/ programs
- M2.3 - 10 % increase in Transitions and i-BEST programs for adult students
- M2.4 - 10 % increase in Competency-Based Education (CBE) courses
- M2.5 - 10 % increase in work-based experiences for ACC students
- M2.6 - 10 % increase in students obtaining industry certifications
- M2.7 - 10 % increase in grants and contracts for workforce training and education
- M2.8 - Creation of three Career Expressway and Capital Academies' programs (IT, Health Sciences, and Manufacturing/Construction Trades)
- M2.9 - Progress toward opening of workforce training Centers of Excellence (e.g., Creative and Digital Arts, Culinary Arts, Hospitality, Workforce Innovation at Highland Campus, Regional First Responders' Training Center at Hays Campus, etc.)

Priority 3:

Recruit and maintain outstanding faculty, staff, and administration.

Goal 3:

In order that ACC students have access to the knowledge, skills, and attitudes required for success in the 21st century, ACC must commit itself to recruit and maintain, through continuous professional development, an outstanding faculty, staff and administration.

Strategies group 3:

- S3.1 - Establish an ACC Center for Teaching and Learning Excellence
- S3.1 - Provide outstanding professional development activities and programs
- S3.1 - Enhance faculty skills with instructional technology
- S3.1 - Strengthen the quality of distance education
- S3.1 - Plan for a diverse faculty, staff, and administration

Metric 3:

Creation and expansion (in terms of students served) in workforce partnerships and /or programs

Measures group 3:

- M3.1 - Creation of a virtual Center for Teaching and Learning Excellence
- M3.2 - Creation of 3 professional certifications for faculty and 5 professional certifications for staff
- M3.3 - Execution of an external review of the ACC Distance Education Program or a self-audit utilizing the guidelines of the Sloan C Consortium and implementation of a plan for improvement
- M3.4 - Development and implementation of a plan for increased full-time faculty ratios in all instructional departments and programs
- M3.5 - Gaining at least two external awards and/or accreditations for program excellence
- M3.6 - Development and implementation of a plan for increased diversity of ACC faculty, staff, and administration to mirror the demographics of the service area (e.g., faculty and staff intern program)

Priority 4:

Support sustainable improvement of college operations.

Goal 4:

ACC must continuously assess and apply new principles, systems, and tools to support the sustainable improvement of college operations

Strategies group 4:

- S4.1 - Coordinate processes for planning and budgeting
- S4.1 - Engage in robust collection and analysis of data to evaluate and improve operations
- S4.1 - Create an Intranet for posting of all internal plans, agendas, minutes, etc.
- S4.1 - Ensure compliance with all state, regional, and national partner organizations

Metric 4:

Improvements in efficiency and/or effectiveness of administrative support processes.

Measures group 4:

- M4.1 - Implementation of an intranet to improve access to information and services
- M4.2 - Improvements as measured by employee surveys and support service reviews
- M4.3 - Development of a financial plan that adequately funds identified college priorities.
- M4.4 - At least two external awards from relevant organizations
- M4.5 - Clean audits and no external notices of non-compliance (CB, SACS, DOE, etc.)

Priority 5:

Increase relationships with community, state, national, and international partners.

Goal 5:

ACC must increase relationships with community, state, national, and international partners to identify mutual objectives, leverage existing strengths, and tap additional resources.

Strategies group 5:

S5.1 - Ensure ACC involvement and interaction with all appropriate community partners

S5.2 - Coordinate ACC grant writing with student, college, and community needs

S5.3 - Partner with ACC Foundation to raise funds for student scholarships and program

improvements

S5.4 - Involve and inform ACC programs and services with the latest research and best

practices

S5.5 - Increase international student enrollments and

S5.6 - A global focus throughout the curriculum

Metric 5:

Expansion and leveraging of partnerships for achievement of ACC's mission and goals

Measures group 5:

M5.1 - 5 % increase in student scholarship funds (in partnership with the ACC Foundation)

M5.2 - 5 % increase in value of resources contributed to ACC (equipment, staffing, facilities, etc.)

M5.3 - 5 % growth in enrollment due to partnerships with K12 schools/districts

M5.4 - 5 % growth in enrollment due to partnerships with universities

M5.5 - 10 % increase in grant funding from public and private sources

M5.6 - 10 % increase in international student enrollments