



Draft Strategic Priorities Report

2012

Draft report of proposed strategic priorities developed during the ACC planning retreat, Fall 2012.



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*Some statements were appreciated on the slides, as reflected in the tables. Retreat staff typed final priority statements to accurately reflect the team statements submitted during retreat.

Student Success and Equity

1. **ACC commits to providing programs, services, and support that enable students to succeed in learning and achieving their educational goals equitably across all demographic groups.**
2. The college is committed to having effective and efficient pathways for all students to achieve their personal and professional goals.
3. Providing all students with guided and planned opportunities, support, and resources to achieve their individual level career and/or educational goals with focused attention on student cohorts that require specialized support.
4. ACC achieves student success and equity by fostering a culture that allows all students to gain what they want to achieve - new knowledge, completion of a course, a certificate, a degree.*
5. Achieve student success by providing identifiable pathways to include support services regardless of the knowledge level, communication skill level, or socio-economic in order for them to succeed.
6. To ensure student success by providing academic, financial, wellness, and family support services.

NOTE: At the 2012 Planning Retreat, the group felt that the two statements with the most votes could be combined into one strategic priority statement with some minor wording changes. Here is a draft combined statement:

ACC commits to providing programs, services, and support that enable students to succeed in learning and in achieving their personal, professional, and educational goals equitably and efficiently across all demographic groups.

Student Success and Equity	Responses (59 people voted)	
	Percent	Count
The college is committed to having effective and efficient pathways for all students to achieve their personal and professional goals.	25%	15
ACC commits to providing programs, services, and support that enable students to succeed in learning and achieving their educational goals equitably across all demographic groups.	32%	19
Achieve student success by providing identifiable pathways to include support services regardless of the knowledge level, communication skill level or socio-economic in order for them to succeed.	7%	4
ACC achieves student success by fostering a culture that allows all students to gain what they want to achieve new knowledge, completion of a course, a certificate, or degree.	10%	6
Providing all students with guided and planned opportunities, support, and resources to achieve their individual level career and/or educational goals with focused attention on student cohorts that require specialized support.	20%	12
To ensure student success by providing academic, financial, wellness, and family support services.	5%	3
Totals	100%	59

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Student Access

1. **ACC is committed to serving the educational aspirations and needs of adults in our service area through maintaining low tuition, welcoming all with efficient guided paths to establish academic and career goals, and comprehensive support services to aid their success.**
2. To provide recruitment, enrollment, and retention support to allow equal educational opportunity for all.
3. Providing an open and nurturing environment where the student benefits academically and socially from the college’s resources. - Access to developmental remedies to obtain college readiness. Offering courses in a variety of formats and at a variety of times. As a result, the student will have easy access to student support services to facilitate their success in courses for both campus-based and distance learning.*
4. Access is a tool to success. Maintaining an open access institution is important throughout the student’s college career, beginning with the transition into college through each semester. - Resources from the college should be maintained at a quality level, equitable, and appropriate to students’ needs.*
5. Removing barriers to access is essential: meningitis vaccine, financial aid, and college readiness.
6. If someone does not serve our students someone else will so provide a student feed board (i.e. Whole Foods).

NOTE: At the 2012 Planning Retreat, the group felt that number 3 above was typed incompletely, so the remainder was read aloud before voting. The numbered list above has complete language.

Student Access

Providing an open and nurturing environment where the student benefits academically and socially from the college’s resources.

ACC is committed to serving the educational aspirations and needs of adults in our service area through maintaining low tuition, welcoming all with efficient guided paths to establish academic and career goals, and comprehensive support services to aid their success.

If someone does not serve our students someone else will so provide a student feed board (i.e. Whole Foods).

Removing barriers to access is essential: meningitis vaccine, financial aid, and college readiness.

Access is a tool to success, maintaining an open access institution is important throughout the student’s college career, beginning with the transition into college through each semester.

To provide recruitment, enrollment, and retention support to allow equal educational opportunity for all.

Totals

Responses (60 people voted)	
Percent	Count
20%	12
32%	19
5%	3
8%	5
12%	7
23%	14
100%	60

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Stewardship of College Resources

1. **The College is committed to the effective, efficient, and ethical use of all of its resources in a sustainable and transparent manner to fulfill our mission.**
2. ACC will responsibly and effectively use available resources to promote student success with an eye to environmental and financial sustainability
3. Systematic, discipline, and ethical planning and management of the College’s resource allocation for the current infrastructure and long-term growth towards achieving the college’s strategic plan and objectives.
4. ACC will deliver education efficiently and effectively while utilizing talents, finances, facilities, and partnerships in order to achieve equity for all students.

NOTE: At the 2012 Planning Retreat, the group added the word “ethical” to the winning statement. The revised strategic priority statement is noted in the numbered list above.

Stewardship of College Resources

Systematic, discipline, and ethical planning and management of the College’s resource allocation for the current infrastructure and long-term growth towards achieving the college’s strategic plan and objectives.

ACC will deliver education efficiently and effectively while utilizing talents, finances, facilities, and partnerships in order to achieve equity for all students.

The College is committed to the effective and efficient use of all of its resources in a sustainable and transparent manner to fulfill our mission.

ACC will responsibly and effectively use available resources to promote student success with an eye to environmental and financial sustainability.

Totals

Responses (60 people voted)	
Percent	Count
22%	13
20%	12
37%	22
22%	13
100%	60

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Community Partnerships and Service

1. ACC is committed to join with other public/private entities to move the organizations' missions forward combining strengths, neutralizing weaknesses, and enhancing effectiveness and efficiencies with a view toward strengthening student success.
2. ACC is committed to leveraging resources such as educational, business, and government agencies, and developing programs that are mutually beneficial to students, community, and business. – Providing support to the community through internships, service learning, and providing graduates with skills needed in the community. As a result, a stronger, smarter, healthier, more technologically advanced society results.*
3. ACC will strive to collaborate with the community in order to identify and address: mutual needs, leveraging resources, and service learning opportunities.
4. Engage with the community to identify, plan, and respond to community needs and goals.
5. ACC will facilitate collaboration with community partners to identify a response to community needs through expanded educational opportunities.
6. ACC is committed to developing and enhancing programs to meet the needs of the community.

Community Partnerships and Service

Engage with the community to identify, plan, and respond to community needs and goals.

ACC is committed to join with other public/private entities to move the organizations' missions forward combining strengths, neutralizing weaknesses and enhancing effectiveness and efficiencies with a view toward strengthening student success.

ACC will facilitate collaboration with community partners to identify a response to community needs through expanded educational opportunities.

ACC is committed to leveraging resources such as educational, business, and government agencies, and developing programs that are mutually beneficial to students, community, and business.

ACC is committed to developing and enhancing programs to meet the needs of the community.

ACC will strive to collaborate with the community in order to identify and address: mutual needs, leveraging resources, and service learning opportunities.

Totals

Responses (60 people voted)	
Percent	Count
10%	6
38%	23
10%	6
23%	14
2%	1
17%	10
100%	60

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Priority Mapping - Board Policy A-1 Intended Outcomes

<u>Board Policy A-1 “Intended Outcomes”</u>	Proposed Strategic Priorities*			
	Student Success and Equity	Student Access	Stewardship of College Resources	Community Partnerships and Service
Increase persistence (term-to-term & fall to fall). (SSI Goal)	X	X		X
Complete developmental and adult education course progression to credit courses (SSI Goal)	X	X		X
Increase completion of all attempted courses with a “C” or better. (SSI Goal)	X	X		
Increase degree/certificate graduates and transfer rates. (SSI Goal)	X	X		
Increase success equity across all racial/ethnic/gender/income groups. (SSI Goal)	X	X		
Balanced instructional offerings among the College’s mission elements.				
A teaching and learning environment that encourages students to be active, life-long learners.	X			
Accessible and affordable post-secondary and higher education programs and services for all who qualify and have the ability to benefit.		X		
Enrollments reflecting diverse and traditionally underserved populations in numbers that represent the local populations of our Service Area.	X	X		
Job placement from career workforce programs into family-wage careers.	X			
Efficiently administered programs and services that create an institution that is a good place to work, learn, and otherwise experience the higher-education process.	X	X	X	

*Note: Proposed Strategic Priority Statements are attached.

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Priority Mapping - Development of Additional College Goals / Intended Outcomes

Proposed Goals (New)	Student Success and Equity	Student Access	Stewardship of College Resources	Community Partnerships and Service
Increase completion rate of all courses (credit and continuing education)	X			
Increase successful attainment of professional certifications (national or trade-specific)	X			
Support job placement	X			
Focus on supporting student experience from start to finish	X			
Maintain low tuition and have a balance with tax funding (proposed measures: comparison with other Texas large metro area community colleges)		X		
Create a welcoming environment (proposed measures: CCSSE data; survey of potential students who do not enroll; surveys and focus group interviews to assess student satisfaction with websites, services, offices, etc.)		X		
Assist students to establish career and academic goals (proposed measures: all students have long-term and short-term educational plans)		X		
Work closely with area employers to identify and develop programs that fulfill employment needs			X	
The ACC District will create community partnerships that strengthen: access to career paths and opportunities, foundation assets, and leveraging capabilities.				X

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