

Strategic Plan Status Report

October 2005

Executive Summary

- So far, 29 project managers have been briefed and projects started.
- Biggest action items (scope of projects) in progress at this time are in the Information Technology and Student & Academic Development divisions.
- AC received notice of \$1.52 million grant to support strategic plan initiatives

Report

Goal One: Develop responsive programs and courses to meet documented community needs

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Strategy 1.1 Target degree and workforce programs for online delivery

Update:

- Plans are to offer General Studies degree and Business Administration degree online. e-Learning Strategic Plan is currently under development.
- e-Learning Advisory Committee has been selected and appointed.
- Microsoft Office Specialist Certificate course being developed for online delivery
- Introduction to Criminal Justice course now being delivered. Crime in America course ready for Spring, '06
- Product Review work team has met twice and has reviewed a demonstration of two “knowledge base” products in October.
- RFP for the software that will ultimately lead to an online bookstore is about to be released
- Contact Center is operating at Level I (routing calls), with 2 administrators and 3 FT staff. Operator functions have been merged. Distance Education functions are targeted for merger in November

Strategy 1.2 Align workforce development efforts with projected local demands

Update:

- An employers' survey and employees' survey have been prepared. Now compiling lists of persons to be surveyed. These are needs assessments.

Strategy 1.3 Offer instruction on flexible year-round schedule

Update:

- Course timeslot format has been reengineered for Fall/Spring terms
- Scheduling Taskforce will review Summer schedule before implementation
- Head of academic advising is preparing training for advisors

Strategy 1.4 Expand regional access to higher education

Update:

- Opportunity with AISD has arisen – Dr. Jones/LouAnn Seabourn are investigating
- “Early College” option under investigation because it allows different eligibility rules for HS students
- Hereford campus opened with more than 200 students

Goal Two: Increase enrollment of recent high-school graduates, especially first-generation students

Strategy 2.1 Identify and remove institutional barriers to college enrollment

Update:

- Changed the order of conversations to move the African American Community conversation up. CHANGE
- Electronic rosters have been activated to automate the “return to Title IV” process, improving the ability of FA office to manage funds

Strategy 2.2 Expand student life and other programs which appeal to students

Update:

- Survey of student life possibilities is under development – will include a section on student housing to provide data on that possibility.
- Private firm provided detailed presentation about a private/public partnership to provide student housing. Proposal would provide WSC housing for aprox. 300 students and WC housing for aprox. 100 students

Goal Three: Emphasize an institutional climate that promotes student access

Strategy 3.1 Identify and promote student goal attainment

Update:

- Class rosters now include information on students’ stated reasons for attending college
- Meeting set to review ways to improve student goal identification
- Early-alert system has been designed
- Targeted early-alert program is operational in the Math department, with exciting early results (e.g. only 2 failures in 2 remedial math classes, avg. of 71 minutes per student per visit in math lab)

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Strategy 3.2 Modify and expand educational programs to address changing student demographics

Update:

- 3 learning communities have been set up to open Spring, '06
- Survey for needs assessment of senior citizens under development
- \$80,000 in grant funds awarded to assist with Center for Academic Development
- Workgroup has been established to begin developing the Freshman Orientation course for pilot in Spring, '06

Goal 4: Evaluate student success

Strategy 4.1 Define and measure success for each program or service

Update:

- 4.1 “Implement assessment committee recommendations” DONE
- 4.1.1 “ Develop outcome assessments for general education programs” end date moved up to 5/06 CHANGED
- 4.1.2 “Develop student outcomes for non-instructional programs” DONE
- 3 faculty and Director of IE&A will attend the Assessment Institute in October 2005

Goal 5: Expand impact on economic development in Texas Panhandle

Strategy 5.1 Broaden impact on regional economic development

Update:

- Dr. Jones named to Panhandle 2020 Board of Directors
- Amarillo College was first higher educational institution to join the High Ground of Texas, a collaboration of agencies and organizations from across the Panhandle with interests in economic development.

Strategy 5.2 Provide a clearinghouse for coordination of external development

Update:

- Clearinghouse is operational with 22 items submitted in first 2 weeks.
- Internal policies have been communicated to grants team
- Grants resources have been posted to AC web site for grants team use
- Monthly meetings between College Advancement, AC Foundation, and KACV have been held for 3 months.

Goal 6: Enhance quality of life.

Strategy 6.1 Leverage partnerships to expand opportunities

Update:

- Partnership with Boys Ranch ISD and Globe News Center for the Performing Arts will establish a Theatre Practicum class for the Spring 2006 term

Strategy 6.2 Increase awareness of cultural and intellectual opportunities

Update:

- College Relations developed ad campaigns for community arts programs and the AC Foundation

Goal 7: Encourage community support

Strategy 7.1 Demonstrate community impact

Update:

Goal 8: Embrace technology to improve operating efficiency and student learning.

Strategy 8.1 Expand learning through technological innovation and delivery

T5\$ Update:

- Web portal product demonstration scheduled for October

Strategy 8.2 Create comprehensive technology plan which includes fiscal sustainability

Update:

- Victor and Brad attended a Conference on IT Strategic Planning for Fiscal Sustainability

T5\$ Strategy 8.3 Design a technology infrastructure for optimal performance

Update:

- Jeff Gibson, Chair of the IT Strategic Planning team, has set the structure for the process and identified the team members

Goal 9: Shift dependence from State funding to new revenue alternatives

Strategy 9.1 Develop collaborative ventures that generate new revenues and/or reduce operating costs

- Update:
- Interagency agreement with Alvin Community College to provide mutual backup in case of disaster recovery
 - E-SPAN collaborative network between AC and SPC funded (Title V)

Strategy 9.2 Secure new sources of revenue

- Update:
- \$80,000 from Amarillo Area Foundation for Center for Academic Development (East Campus)
 - \$240,000 from AEDC for industry online training development (e-Learning Center/Ron Faulkner)
 - \$1.52 million from Dept. of Ed (Title V) for Strategic Plan objectives
 - Grant Coordinator position approved and posted
 - Board appointed committee to review East Campus plan
 - Perkins Leadership Partnership - \$15,000

Goal 10: Recruit and retain faculty and staff who facilitate learning and strengthen programs and services.

Strategy 10.1 Seek bilingual ethnically diverse employees

- Update:
- new Hispanic/bilingual employee - Community Link
 - two new Hispanic/bilingual employees - High School Equivalency Program

Strategy 10.2 Recruit and retain faculty/staff who demonstrate and deliver targeted skills and productivity

- Update:
- Part-time faculty certification program in place – first class graduated and gave strong reviews
 - Second class will be offered in Spring,
 - Faculty in Learning Communities get compensated through “academic gift certificates.” [\$\$ set aside for designation by faculty participants and can be used in various ways.]
 - CEC is studying compensation arrangements to reward performance
 - Mini-grant processes have been outlined for presentation to Cabinet

T5\$ Strategy 10.3 Educate employees about their role in customer service, student access, and success

Update:

Goal 11: Enhance employee productivity

Strategy 11.1 Research and implement best practices in community college education

Update:

Strategy 11.2 Train employees to be technically proficient

T5\$ Update:

- Professional/Organizational Development and e-Learning Center directors have begun work to identify faculty training needs for online instruction

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- Title V cooperative grant will provide professional development to faculty and staff with the focus on technical skill acquisition

Facts of Interest:

- Title V Cooperative Grant ranked #1 among all cooperative grants submitted this year.
- We missed on the Title V Individual Grant by 0.34 points.

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