

Amarillo College
Strategic Plan

"winds of change, broaden horizons"

Report to the Board of Regents

May 2008

GOAL 1: Develop responsive new programs and training to meet documented community needs

<p>Board Update:</p> <p>Significant progress on the learning management system (LMS) has been made in the last 5 months under the leadership of EduServ.</p> <p>Pursuing Real Opportunities (PRO) community collaboration is beginning to bear fruit in its intentions to raise the visibility of workforce training opportunities</p> <p>AskAC has added outbound recruitment calling to its list of services provided.</p> <p>Fall '08 enrollment is 12% ahead of this time last year.</p> <p>Clinical Simulation Center alliance is about to sign the memorandum of understanding to initiate services in September of this year.</p>	<p>Strategy 1.1</p>	<p>Adapt degree and workforce programs (academic and continuing education) to take advantage of web technology</p>
	<p>Strategy 1.2</p>	<p>Align workforce development training with projected local demands</p>
	<p>Strategy 1.3</p>	<p>Expand access to Amarillo College courses and offerings</p>
<p>Items of Note</p>	<ul style="list-style-type: none"> ▪ EduServ's leadership on the LMS project ends May 30th. Their services have been invaluable during this period of rapid change. The College is actively seeking a new leader for the eLearning team. ▪ Two programs initiated in recent years have been discontinued or significantly modified as a result of careful evaluation of the costs/benefits of each one. The Learning Communities program and the Supplemental Instruction program were ended effective May '08. Funds were shifted to Tutoring and First Year Experience; the first has proven results and the second has not yet had the opportunity to demonstrate its viability. ▪ AC continues to collaborate with West Texas A&M University to improve the seamless transfer of students between institutions. 	

GOAL 2: Increase enrollment of recent high school graduates - especially first-generation students - as well as adult students.

<p>Board Update:</p> <p>Bond project planning includes a number of student “sticky spaces” designed to encourage student and faculty interaction outside of the classroom.</p> <p>The region’s P-16 Council has begun meeting regularly and to develop an understanding of its role in improving the educational pipeline in the Panhandle.</p>	Strategy 2.1	Identify and remove institutional barriers to college enrollment
	Strategy 2.2	Expand student life and other programs which appeal to students
	Strategy 2.3	Cultivate a “college-going culture” among the region’s communities
Items of Note	<ul style="list-style-type: none"> ▪ AC has learned of a successful partnership between Clarendon College and a local bank to improve several business processes for the benefit of both students and the college. Bob Austin is seeking more information about how this might help Amarillo College improve the speed of its financial transactions and the convenience for students, while saving the College money. [2.1.2] 	

GOAL 3: Emphasize an institutional climate that encourages student success

<p>Board Update: Advising department has made major steps toward the vision for advising improvements.</p> <p>A new “First Year Experience” team has been assembled and begun work on its initial project – Common Reader</p>	<p>Strategy 3.1</p>	<p>Identify and promote student goal attainment</p>
	<p>Strategy 3.2</p>	<p>Increase the retention of first-time college students</p>
	<p>Strategy 3.3</p>	<p>Use assessment to drive improvement</p>
<p>Items of Note</p>	<ul style="list-style-type: none"> ▪ Advising department has moved advisors into their newly-assigned roles and has named Jason Norman the new Assistant Director of Advising. Advising evaluation processes are being changed and advisor training is under development. Advising procedures have become more standardized and communication between departments has improved. ▪ The 2008 Common Reader will be <u>All Over but the Shoutin’</u> by Rick Bragg. Faculty and staff enthusiasm is high for this college-wide effort to encourage a common experience across the College and to improve the engagement of first-year students to higher education. 	

GOAL 4: Impact economic and community development in the Texas Panhandle.

<p>Board Update:</p> <p>The collaboration “Pursuing Real Opportunities” as well as moving to a “career cluster” organization, are both giving many chances to work with area organizations and industry.</p> <p>The “career clusters” strategy aligns the College’s programs of study with one or more of 16 industry clusters. It intends to aid students in selecting a good field of study and understand how they can move within a cluster as their skills and educational level increase.</p>	<p>Strategy 4.1</p>	<p>Leverage partnerships to expand opportunities</p>
	<p>Strategy 4.2</p>	<p>Document AC’s impact on the regional economy</p>
	<p>Strategy 4.3</p>	<p>Demonstrate AC’s community impact</p>
<p>Items of Note</p>	<ul style="list-style-type: none"> ▪ The College has selected its first set of career clusters to be developed – Information Technology, Manufacturing, Healthcare, and Transportation. ▪ A communication plan is being developed with College Relations’ leadership. It will include an advertising campaign and a web site to support this new approach. ▪ The new Perkins grant will align budget with the career clusters approach and tie specific activities/enhancements to the improvement of college programs which fall within the selected clusters. 	

GOAL 5: Deliver instruction and services using technology to improve effectiveness, efficiency, and convenience for students, faculty, and staff

<p>Board Report:</p> <p>EduServ will make an interim progress report to the Board of Regents. This report will address the Tactical Plan and document progress made to date.</p> <p>The FY09 budget includes significant funds set aside to provide the required technology upgrades called for in the Tactical Plan.</p>	Strategy 5.1	College will make funding of the IT tactical plan a fundamental budget priority
	Strategy 5.2	Infrastructure will be sufficient to support the mission
	Strategy 5.3	Principles of technological best practice will be followed to the extent possible
	Strategy 5.4	Management of information technology resources (equipment, manpower, development, etc.) will be an effective, open, participatory process
	Strategy 5.5	The College will seek positive ways to encourage technological adoption by employees and students
Items of Note	<ul style="list-style-type: none"> ▪ Faculty Development Committee has chosen to make technology its focus next year for professional development programming. This falls nicely in line with the institution's priority and board emphasis on implementing the IT Tactical Plan. 	

GOAL 6: Obtain new and expanded revenue opportunities

<p>Board Update:</p> <p>AC, WT, and Texas Tech are about to sign a memorandum of understanding to begin the Clinical Simulation Center.</p> <p>Grant funding and support is up significantly this year for the 3rd year running.</p> <p>Budgeting/accounting processes associated with Technical Training Solutions' department are under review to simplify operations and share workforce development resources with Hereford Campus.</p>	Strategy 6.1	Develop collaborative ventures that generate new revenues and/or reduce operating costs
	Strategy 6.2	Enhance existing revenue sources
	Strategy 6.3	Secure new sources of revenue
	Strategy 6.4	Modify support systems to enhance revenue production
Items of Note	<ul style="list-style-type: none"> ▪ Amarillo College will have sole responsibility to manage the non-credit professional development activities in the Clinical Simulation Center – an opportunity for AC to shine in the eyes of the community, as well as generate revenue for both the Alliance and the College. ▪ The Library's foray into rental of video conferencing services has generated \$425 in rental so far this year. It appears we have not yet found an effective way to market these services. AC is consulting with the SBDC. 	

GOAL 7: Enhance employee productivity

<p>Board Update:</p> <p>Patsy Lemaster will assume responsibility for several staff presently working in other areas of the College. This combination will increase the development resources available to faculty and staff without increasing the total number of staff positions.</p> <p>“Me, Inc”, a new effort to encourage staff ambition for career promotion, attracted around 40 faculty, administrators, and classified staff. There was strong encouragement to continue these informal training sessions through the year. Sally Evans is leading this program.</p>	Strategy 7.1	Recruit and retain faculty/staff who demonstrate and deliver targeted skills and productivity
	Strategy 7.2	Provide training to meet needs identified by staff professional development plans
	Strategy 7.3	Research and implement best practices in community college education
Items of Note	<ul style="list-style-type: none"> A pilot program with a private training company, “Mindleaders”, was highly successful with almost 100% endorsement of the quality and usefulness of the project. Mindleaders provides an extensive library of online training modules addressing topics as diverse as Excel software, professional speaking, retirement planning, and dealing with difficult people. A continuation of the program has been included in the FY09 budget. 	