

Amarillo College
Strategic Plan

"winds of change, broaden horizons"

Report to the Board of Regents

September 2008

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

<p>Board Update:</p> <p>1.1.1. Angel has been selected as the new learning management system (LMS) and faculty trainers are completing training. Implementation is scheduled for Summer 2009.</p> <p>1.1.2. A taskforce has developed standard definitions for online, hybrid, and traditional courses that have a technology based requirement. These definitions will aid students in selecting web courses.</p> <p>1.1.3.2 Students contacting AskAC have 4 options – call, chat, text or online. e-Advising module of Colleague is scheduled for implementation in Spring 2009.</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>	<p>1.1.3. Title V Cooperative grant with South Plains College has provided \$905K to date toward achieving this goal.</p>	

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

<p>Board Update:</p> <p>2.1.2 Currently, reviewing options for student IDs to serve as a Mastercard debit card</p> <p>2.1.3 The largest group of ACE students enrolled at AC for Fall 2008 semester – 190 which is more than a 50% increase from previous fall.</p> <p>2.3 AC will host 500 5th graders on for “Celebrate Education” days Oct. 10th and 24th.</p>	<p>Strategy 2.1</p>	<p>Identify and remove institutional barriers to college enrollment</p>
	<p>Strategy 2.2</p>	<p>Expand student life and other programs which appeal to students</p>
	<p>Strategy 2.3</p>	<p>Cultivate a “college-going culture” among the region’s communities</p>
<p>Items of Note</p>	<p>2.1.3. New Higher Education Act includes 60 new grants. AC intends to pursue several of these grants which will allow recruiting economically-disadvantaged students and offering scholarships. Waiting for request for proposals to be released.</p> <p>2.2 Intramural program has become an integral part of student life at AC. Traditional sports (flag football, basketball, softball, basketball) have large numbers of students participating and new non-traditional sports of Wii and Scrabble are attracting other students.</p>	

GOAL 3: Emphasize an institutional climate that encourages student success

<p>Board Update:</p> <p>3.1.1. Advisors assigned responsibility for goal attainment, career inventory, and assessment process for achieving goals for each student advisee.</p> <p>3.1.1 AC's degree and certificate programs will be aligned into career clusters which will also line up with secondary career clusters.</p> <p>3.3.2 AC will determine what engages our students through participation in the Community College Survey of Student Engagement (CCSSE). This is AC's first time to participate and it will provide student perception information which will aid in increasing both student retention and completers.</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>	<p>3.1.2. Both THECB and SACS now stress completers (e.g. degree and certificate graduates and transfer students with 30 hrs). A group of administrators and faculty have begun discussions on ways to disseminate information to faculty and staff concerning the proposed new accountability standards (degree and certificate completers and transfers). We anticipate several forums this Fall on this topic.</p>	

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

<p>Board Update:</p> <p>4.1.1. Pursuing Real Opportunities (PRO) community collaboration with Amarillo EDC and AISD has been formed. AC and AISD advisors, counselors, recruiters, and staff toured several businesses and plants on Sept. 19th. Filling area high-demand/high skill/high wage jobs is a focus of the PRO collaboration. Public launch is scheduled for November.</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 current Perkins Basic and Tech Prep grants require alignment of 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>5.1.1. The FY09 budget has dedicated \$1.7 million for the first of a four year rotation in equipment and infrastructure as identified in the IT Tactical Plan. The Equipment Replacement Taskforce has spent several months verifying both the inventory and actual needs to serve as a basis for purchasing for this and upcoming years.</p>	<p>Strategy 5.1</p>	<p>College will make funding of the IT tactical plan a fundamental budget priority</p>
<p>5.2 The \$1.7 million includes funding for the network infrastructure plan that strengthens and secures the network applications and data. This plan is 50% complete.</p>	<p>Strategy 5.2</p>	<p>Infrastructure will be sufficient to support the mission</p>
<p>5.3 The newly formed IT Council is using best practices to guide the development of policies and procedures.</p>	<p>Strategy 5.3</p>	<p>Principles of technological best practice will be followed to the extent possible</p>

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<p>5.4 New councils, committees, task forces, and sub-teams have been created with representation from across the College. The minutes of meetings posted on the ITS website.</p> <p>5.4.1. The IT Council which has broad-based representation has been meeting for several months. This council has determined priorities with deployment of wireless, establishment of policies, and conversion of email to Outlook Exchange as the top three priorities.</p>	<p>Strategy 5.4</p>	<p>Management of information technology resources (equipment, manpower, development, etc.) will be an effective, open, participatory process</p>
	<p>Strategy 5.5</p>	<p>The College will seek positive ways to encourage technological adoption by employees and students</p>
<p>Items of Note</p>	<ul style="list-style-type: none"> ▪ Special thanks to EduServe for moving the College forward in all of these areas in record time. 	

GOAL 6: Obtain new and expanded revenue opportunities

<p>Board Update:</p> <p>6.1.1. The Amarillo Public Library asked to collaborate with AC by underwriting the Common Reader (<u>All Over but the Shoutin'</u> by Rick Bragg). As a result, the Common Reader is largely being underwritten by Hastings, Globe-News, Celebrate Education, and Friends of the Library.</p> <p>6.1.1. Panhandle Clinical Simulation Center alliance is a reality. A memorandum of understanding has been signed and the Executive Director hired. Services are expected to begin during 2009.</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	6.3. A complete report regarding grants and contracts will be delivered at the October Board of Regents meeting.	

GOAL 7: Enhance employee productivity

<p>Board Update:</p>	<p>Strategy 7.1</p>	<p>Recruit and retain faculty/staff who demonstrate and deliver targeted skills and productivity</p>
<p>7.2.1. All employees will be trained in emergency response by the end of October. Employees requested this training.</p> <p>7.2.1. All faculty teaching online courses will be trained on the new LMS system (Angel) by Spring 2009. Plan to train all faculty by Fall 2009 on Angel and thus have each course include at least some online component.</p> <p>7.2.1. Due to a high demand from AC staff, training on running queries from Colleague is scheduled to introduced this semester.</p>	<p>Strategy 7.2</p>	<p>Provide training to meet needs identified by staff professional development plans</p>
<p>7.3.1 Best practices in community college education include “clickers” in the classroom, cultural diversity discussions, and use of student evaluations. A large number of faculty have voluntarily chosen to participate in communities of practice on the aforementioned topics. Classified staff have been attending sessions on workplace attitudes, conflict management, and professional growth and advancement including coaching.</p>	<p>Strategy 7.3</p>	<p>Research and implement best practices in community college education</p>
<p>Items of Note</p>	<p>7.2.1. The College is actively searching for a Director of e-Learning and a new faculty position, Instructional Designer/Technology Specialist. These staff members will</p>	

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allow the College to increase the technical proficiency of all faculty.

7.3.1. Best practices for online teaching and support services will be investigated and selected for implementation AC by December 1st. Then, these practices will be included in the Distance Learning Substantive Change Prospectus proposed to SACS.