

## STRATEGIC PLAN STATUS REPORT JANUARY 2006

### Executive Summary

- E-Learning Center will be highlighted at January Board of Regents meeting
- AC is poised to deliver its first 100% online degree (General Studies) in Fall '06
- Academic support program (Learning Communities) began January 17<sup>th</sup>, 2006
- All major services projects on schedule (contact center, e-learning center, web portal, knowledge base, online bookstore)
- IT Strategic Plan process is underway. The process is as important as the outcome and, given all the implementations underway at this time, progress is satisfactory. Results may not be able to inform the FY07 budget process, but is on schedule to meet Fall, '06 target.

### Report

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

T5\$ Strategy 1.1 Target degree and workforce programs for online delivery

- Update:
- The Contact Center (soon to receive an official name) made significant progress in its goal to deliver a complete spectrum of student services via phone. To their previous services they added:
    - Cashier
    - Admissions applications
    - Password resets
    - Merged 1 more phone extension, #5030 (Registrar)
    - 394% increase in contacts over same period (September – December) last year since Sep 1<sup>st</sup>
    - 250 students enrolled in academic classes over holiday break
  - E-Learning Center strategic plan completed, Advisory Committee meeting bi-weekly, new instructional designer (Brenda Davidson) hired, new procedures and equipment to handle file backups are operational. [This area will present Education Report to Board at January meeting]
  - General Studies degree (including complete core curriculum) will be available online by Fall, 2006. Courses are completed.
  - Web Content Management System (CMS) has been implemented for all administrative pages and 4 instructional divisions. Projected term for completion of the conversion is December, 2006.

Strategy 1.2 Align workforce development efforts with projected local demands

- Update:
- Training Needs Assessment has been divided into three surveys – employers/employees/senior citizens.
  - Employers' Survey has been completed and results are being reviewed by Workforce Development and External Technical Training areas. There were 89 respondents to the survey.

- Strategy 1.3 Offer instruction on flexible year-round schedule  
Update:
  - Summer schedule format has been finalized and will begin earlier with greater scheduling options to meet student needs. New classes will begin every 3 weeks through the summer.
- Strategy 1.4 Expand regional access to higher education  
Update:
  - Next Title V grant proposal will focus on student success and increasing the transfer rate of AC students to universities. Serious discussions are underway to develop a virtual degree audit system with WT which would auto-populate WT degree plans with AC classes. WT has indicated support for such a development, which would mark the first efficiency arising from the fact both colleges are on the Colleague system.
  - Several possibilities are being pursued to expand college-attendance rate of minority and first-generation students. These include Early College programs, proven grant programs, and summer bridge programs.
  - An informal needs assessment is underway regarding West Campus programs and facilities. This information will be used to repurpose B Building.
    - The WTAMU transfer advisor (now on AC's campus 3 times weekly, is averaging more than 1 student per hour. Both AC and WT are quite pleased.

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:
  - College Relations department has responded to a request from Tascosa High School for an intensive effort to assist all graduating THS seniors with development of post-graduation plans. This will take considerable effort but is consistent with our mission and Strategic Plan.
  - A new recruitment plan is under development for Fall, 2006 implementation.
  - Numerous "awareness" efforts are currently underway for the opening of the Center for Academic Development on East Campus, Spring, '06. Necessary equipment and staff are in place.
- Strategy 2.2 Expand student life and other programs which appeal to students  
Update:
  - Student Life Survey should be completed and results available by March.
  - Intramurals Director, Anthony Ramos, will begin work on Jan. 23<sup>rd</sup>.

Goal Three: Emphasize an institutional climate that promotes student access

- Strategy 3.1 Identify and promote student goal attainment  
Update:
  - No report in January

- T5\$
- Strategy 3.2   ▪   Modify and expand educational programs to address changing student demographics
- Update:       ▪   Math department has expanded its pilot outreach program for the Spring. Anecdotal feedback is strongly positive; hard data will be available after Spring term.
- Pre-Allied Health Learning Community will be offered for the 1<sup>st</sup> time this Spring. Dr. Claudie Biggers (Biology), Dan Ferguson (English), Pamela Eccles (Nutrition), and Courtney Milleson (Speech) have developed this unique coordination of instruction to increase retention of at-risk students.
- Library 10 (WSC) is being renovated to become a dedicated Learning Community classroom, with a variety of equipment to facilitate interaction and learning. Equipment includes LCD projector, Tablet PC computer, 6 laptop computers (for students), color laser printer, and wireless access to the Internet.
- Goal 4:       Evaluate student success
- Strategy 4.1   Define and measure success for each program or service
- Update:       ▪   Student Outcomes Assessment Workshop – Jan. 27<sup>th</sup> Dr. Jeffrey Seybert, Director of Research, Evaluation and Instructional Development at Johnson County Community College will work with faculty on possible assessment strategies for AC consideration.
- Goal 5:       Expand impact on economic development in Texas Panhandle
- Strategy 5.1   Broaden impact on regional economic development
- Update:       ▪   Amarillo College co-sponsored the “Smart Communities” workshop on Jan 18.
- Strategy 5.2   Provide a clearinghouse for coordination of external development
- Update:       ▪   Clearinghouse has received 61 submissions with 7 new since Jan. 1<sup>st</sup>
- Goal 6:       Enhance quality of life.
- Strategy 6.1   Leverage partnerships to expand opportunities
- Update:       ▪   5 Boys Ranch students are enrolled in the first dual credit theatre practicum at the Globe News Center
- Mary Jane Johnson serves as part time instructor at the Globe News Center
- Amarillo Opera (an AC partnership) is a “resident company” with the Globe News Center
- A proposal is presently under consideration to offer a summer theater program at Amarillo College [Lamplight Youth Theater]
- Strategy 6.2   Increase awareness of cultural and intellectual opportunities
- Update:       ▪   Partnering with the AC Foundation, College Relations produced a new “branding” for Foundation activities and publications

- Series of print ads to encourage philanthropy appeared in seasonal programs for the Amarillo Symphony, Amarillo Little Theatre, and Amarillo Opera.
  - Series of print ads promoting the image of AC through its faculty; “Those Who Can...Teach at Amarillo College”
  
- Goal 7: Encourage community support
  - Strategy 7.1 Demonstrate community impact
  - Update:
    - Scheduled for March 2007
  
- Goal 8: Embrace technology to improve operating efficiency and student learning.
  - Strategy 8.1 Expand learning through technological innovation and delivery
  - T5\$ Update:
    - Narrowed portal selection to 2 products – pricing under discussion. Two committees (Technology User Group and Faculty Technology Committee) are reviewing and prioritizing needs to aid in selection of features.
  - Strategy 8.2 Create comprehensive technology plan which includes fiscal sustainability
  - Update:
    - IT Strategic Plan process underway; have completed environmental scan and are presently conducting internal audits of capabilities, assets
    - AC and TCCTA are jointly preparing a state-wide webinar on the future of IT in higher education (early Spring)
  - T5\$ Strategy 8.3 Design a technology infrastructure for optimal performance
  - Update:
    - Awaiting outcome of IT Strategic Planning process
  
- 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:
    - Possibilities identified so far: Contact Center; Software Training; Shared academic programs (Medical Laboratory Technician program, Agricultural Management program)
  - Strategy 9.2 Secure new sources of revenue
  - Update:
    - \$1.3 million nursing grant from Department of Labor
    - \$700,000 match from partner hospitals
    - Grants officer (Cara Crowley) hired and working on 3 major proposals for submission this Spring
  
- 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:
    - 20 College staff are enrolled in, and will complete, a Command Spanish course this Spring.
  - Strategy 10.2 Recruit and retain faculty/staff who demonstrate and deliver targeted skills and productivity
  - Update:
    - Accepted 20 students into the DOL Nursing grant program.

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

- Update:
- Colleague Advising Module (3 workshops)
  - Androgogy 101 - 15 concurrent sessions for new faculty
  - 2<sup>nd</sup> class of Part Time Instructor Certification will begin during Spring, '06 term
  - Using Cooperative Learning to Develop Learning Communities (2 sessions)
  - Plagiarism Prevention and Detection
  - New Employee Orientation – Module IV
  - Web Advisor basics (8 workshops)
  - Pedagogy 201 for Distance Learning (2 workshops)
  - Coping with Classroom Incivilities – Starlink
  - Texas Demographics and Their Effects – Starlink

Goal 11: Enhance employee productivity

Strategy 11.1 Research and implement best practices in community college education

- Update:
- Seeking best practice workshop for web design to support Content Management System implementation for delivery Spring, '06

Strategy 11.2 Train employees to be technically proficient

T5\$

- Update:
- South Plains College has made available an online faculty development course on WebCT. Early feedback is strong – may be made available to AC faculty.