

Executive Summary

- AC and South Plains College held a joint luncheon to announce the offering of Agriculture Management Associate Degree beginning Fall 2007.
- Among other changes, the November reorganization merged all elements of recruitment, outreach and enrollment into a single department – to improve effectiveness.
- Student Life Survey is out now – results expected in early Spring.
- Major upgrade of switches across the entire College will increase desktop network speed from 10 mb to 100 mb.

Report

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

Strategy 1.1 Target degree and workforce programs for online delivery

Update:

- 22 faculty completed the 2nd online course development class in Nov. and demonstrated a 67% increase in skills between the start and end of course
- Bob Sloger named permanent Director of eLearning
- AskAC call volume increasing (up 39% in Oct over '05)
- Amarillo College now has a “mySpace” presence, including a blog for students. College Relations department will maintain this. A second blog – for parents of prospective students – is planned for the near future and will be maintained by the College Success department.

Strategy 1.2 Align workforce development efforts with projected local demands

Update:

- “Nursing the Numbers” grant project continues its progress toward the goal of providing Masters-level applicants for our nursing instructor positions. Sixteen students are attending WT and 4 are at Angelo State U. Earliest graduates are on track for Spring 2008 availability.

Strategy 1.3 Offer instruction on flexible year-round schedule

Update:

- After careful evaluation of enrollment patterns for the Summer 2006 term, the College decided to return to its previous start/end dates for Summer '07.
- There is a new “paper” class schedule plan which will begin in 2007 and will include a major redesign of the CE class schedules as well as splitting of the Summer and Fall academic class schedules

Strategy 1.4 Expand regional access to higher education

Update:

- AC and WT representatives will travel to St. Petersburg Florida on Dec 12 to tour a “university center” complex shared by a number of universities and the local community college.

- AC hosted a luncheon a program on South Plains College's Agriculture Management degree, soon to be offered in AC's service area through the Title V grant. The meeting was attended by 36 persons, including area school district counselors, ag teachers, representatives of the Panhandle agriculture industry, and community leaders.

- WT will begin offering its MBA courses on AC's East Campus. This has been requested by Pantex because many of the students are their employees and this is convenient to the plant.

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:

- Reorganization (Nov '06) moved all elements of the recruitment and enrollment process into single department (Enrollment Management), which is making planning and implementation of recruitment initiatives easier.

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

Update:

- An extensive student life survey has been issued and results are now being compiled. A report, with recommendations, will be delivered to senior administration in early Spring.
- Heather Atchley will be assuming a larger role with Student Activities, as April Sessler moves into more administrative duties because of the November '06 reorganization.

Goal Three: Emphasize an institutional climate that promotes student access

Strategy 3.1 Identify and promote student goal attainment

Update:

- A review of the divisional advising approach (initiated in 2005) is currently underway. A report should be available by the end of the year.

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

Update:

Fall 2006:

- 148 students are enrolled in 7 Learning Communities
- 749 students have participated in Supplemental Instruction sessions

Goal Four: Evaluate student success

Strategy 4.1 Define and measure success for each program or service

Update:

- Training is underway on the methodology to measure outcomes.

Goal Five: Expand impact on economic development in Texas Panhandle

Strategy 5.1 Broaden impact on regional economic development

Update: • Nothing to report

Strategy 5.2 Provide a clearinghouse for coordination of external development

Update: • 3 new submissions in Oct – Nov
• 39 open items (currently under development)

Goal Six:

Enhance quality of life.

Strategy 6.1 Leverage partnerships to expand opportunities

Update: • Meeting was held in October with WT administrators to open dialogue about areas of collaboration. Meeting was encouraging and a list was begun about areas to be considered.

Strategy 6.2 Increase awareness of cultural and intellectual opportunities

Update: • Nothing to report

Goal Seven:

Encourage community support

Strategy 7.1 Demonstrate community impact

Update: • Community Capital Needs Committee - The list of persons to be invited is being finalized; letters will go out in early December with follow-up calls in January.

Goal Eight:

Embrace technology to improve operating efficiency and student learning.

Strategy 8.1 Expand learning through technological innovation and delivery

Update: • Adoption of the portal by faculty and students continues to grow. Examples include:

- Nursing program use of discussion boards, clubs
- Biology club membership increased from 8 to 50, credited partially to portal club
- Several faculty members (not included in original pilot group) have – on their own – adopted several of the tools with their students and reported high levels of satisfaction

Strategy 8.2 Create comprehensive technology plan which includes fiscal sustainability

Update: • Writing team continues its work. February is now the date for release of the draft plan.

Strategy 8.3 Design a technology infrastructure for optimal performance

Update: • A major upgrade of network switches across the College (presently underway) will increase network desk top speed on all networked computers from 10 MB to 100 MB. The network should be more stable and most users should notice

a faster network connection.

- Between the Fall and Spring terms, the College will switch its network operating system from Novel to Microsoft; a change which should improve operations and save money in the future.

Goal Nine: 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:

- Nothing to report

Strategy 9.2 Secure new sources of revenue

Update:

- Through a partnership with MicroFour, an online product called “StrataTrain” has been developed. The first sale was on Sep 27, 2006. Ten units have been sold as of Nov 15, resulting in sales of \$2,875.00.
- Since May 2006 there have been nine contracts signed totaling \$62,074 in revenue.

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

Strategy 10.1 Seek bilingual ethnically diverse employees

Update:

- Nothing to report

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

Update:

- Nothing to report

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

Update:

- Nothing to report

Goal Eleven: Enhance employee productivity

Strategy 11.1 Research and implement best practices in community college education

Update:

- Nothing to report

Strategy 11.2 Train employees to be technically proficient

Update:

- Nothing to report