2020 VISION

Collin College
Strategic Plan
2016-2020

COLLIN COLLEGE

For over three decades Collin College has set the standard by providing Collin County communities with among the most affordable, high quality higher education opportunities in the state.

The college has grown rapidly to accommodate expanding educational needs in the region. What started in 1985-1986 with approximately 5,000 students has flourished into a premier institution that currently serves over 53,000 credit and continuing education students every year.

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Beginning in 2015, the college community began engaging in a strategic planning process to identify college and community focus areas for the next four years.

Faculty, staff, and administrators participated in working sessions to generate ideas and formulate overarching strategic priorities for the college.

Participants examined Collin College's foundational documents including: Core Values; Philosophy and Purpose Statements, and Mission Statement.

Simultaneously, representatives from the college community collaborated to develop a complementary forward-focused Vision Statement – **"Delivering a brighter future for our students and communities."**

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With broad input from the Collin College community, the College identified seven strategic plan priority areas that will guide the college's path forward for the next four years.

Accompanying key performance indicators (KPIs) are provided that identify specific milestones and benchmarks to gauge progress against as we move ahead.

Strategic Priorities for 2020

1. Finalize and execute a comprehensive plan that facilitates the safety of faculty, staff, and students at Collin College.

2. Increase outreach and create streamlined pathways from high school.

3. Emphasize student achievement and streamline pathways to four-year colleges and universities.

4. Expand career and technical programs and training offerings in alignment with current and future regional labor market demand and become the customized training provider of choice for additional employers.

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Strategic Priorities for 2020

5. Promote innovation and diversify revenue streams.

6. Create an increasingly welcoming environment for students, community members, faculty and staff.

7. Expand the physical footprint of Collin College to meet emerging programmatic needs; improve facilities as necessary; and implement the Maintenance Plan to elevate services to our students.

Collin College campuses and centers will foster a culture of safety for its growing population.

Strategic Priority 1:

1. **Finalize and execute a comprehensive plan that facilitates the safety of students, faculty, and staff at Collin College.**

   A. Develop and communicate a plan for implementation of SB 11, Campus Carry.
   B. Develop an integrated safety umbrella of access control, communications, and monitoring systems.
   C. Develop a staffed Emergency Management Plan that includes all hazards, ICS/NIMS training, tabletop and training exercises, and is housed in an appropriate emergency operations center.

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D.   Expand the college's crime prevention program that includes compliance with the Violence Against Women Act, personal safety/awareness, self-defense training, threat assessment, and periodic administration of a Student Satisfaction Survey on campus security.
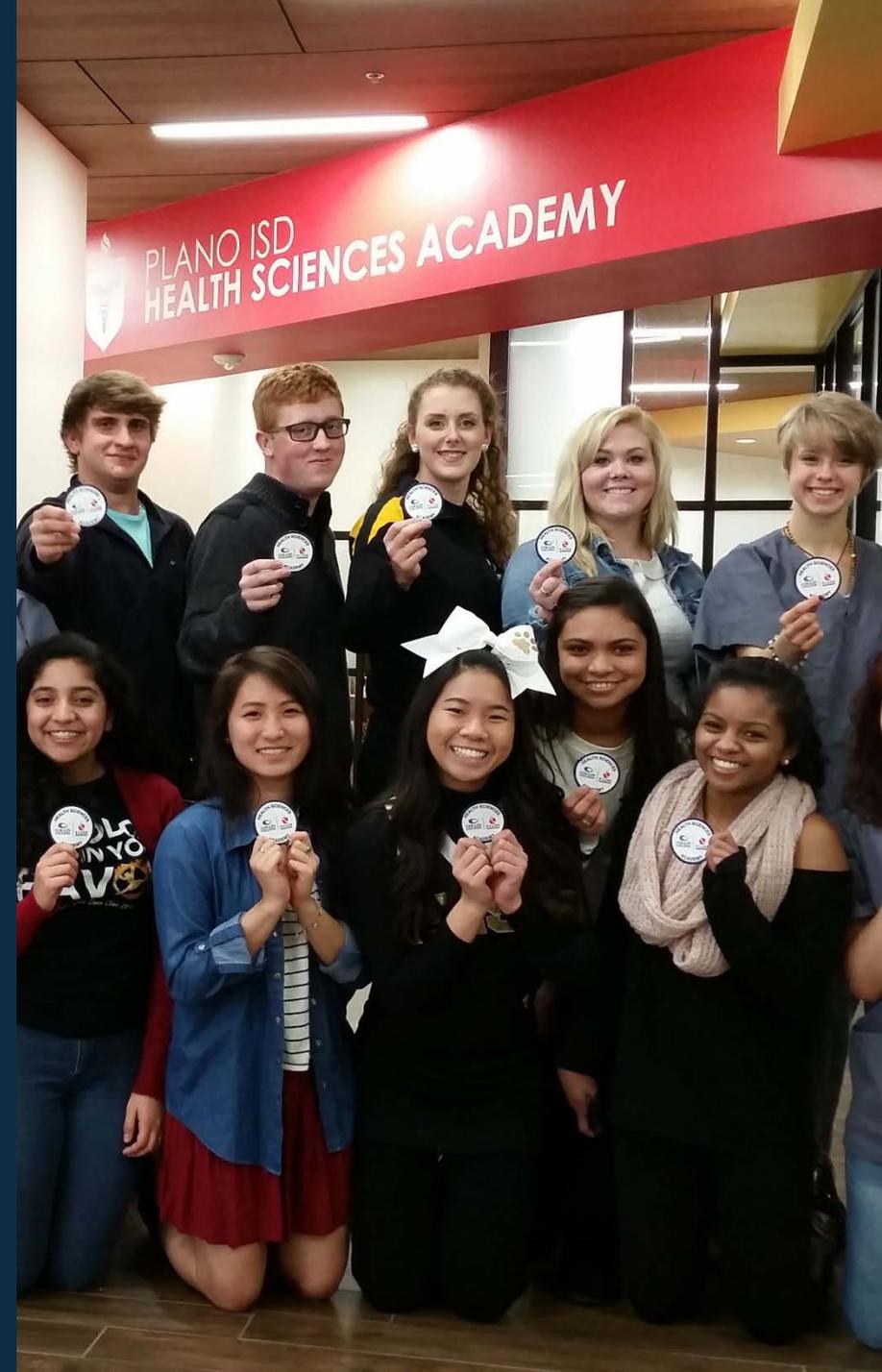
Providing students, faculty, and staff with a safe and secure environment remains a foundational component of what we do. Likewise, civility promotes safety. Collin College encourages the open, considerate exchange of ideas and provides a setting where individuals can share and evaluate alternative, competing perspectives.

Campus Carry policies and procedures aligned with legislative intent will be developed collaboratively, widely publicized, and implemented within prescribed timelines. A system will be developed and in place with identified milestones for periodic policy and procedural review.

2020 VISION

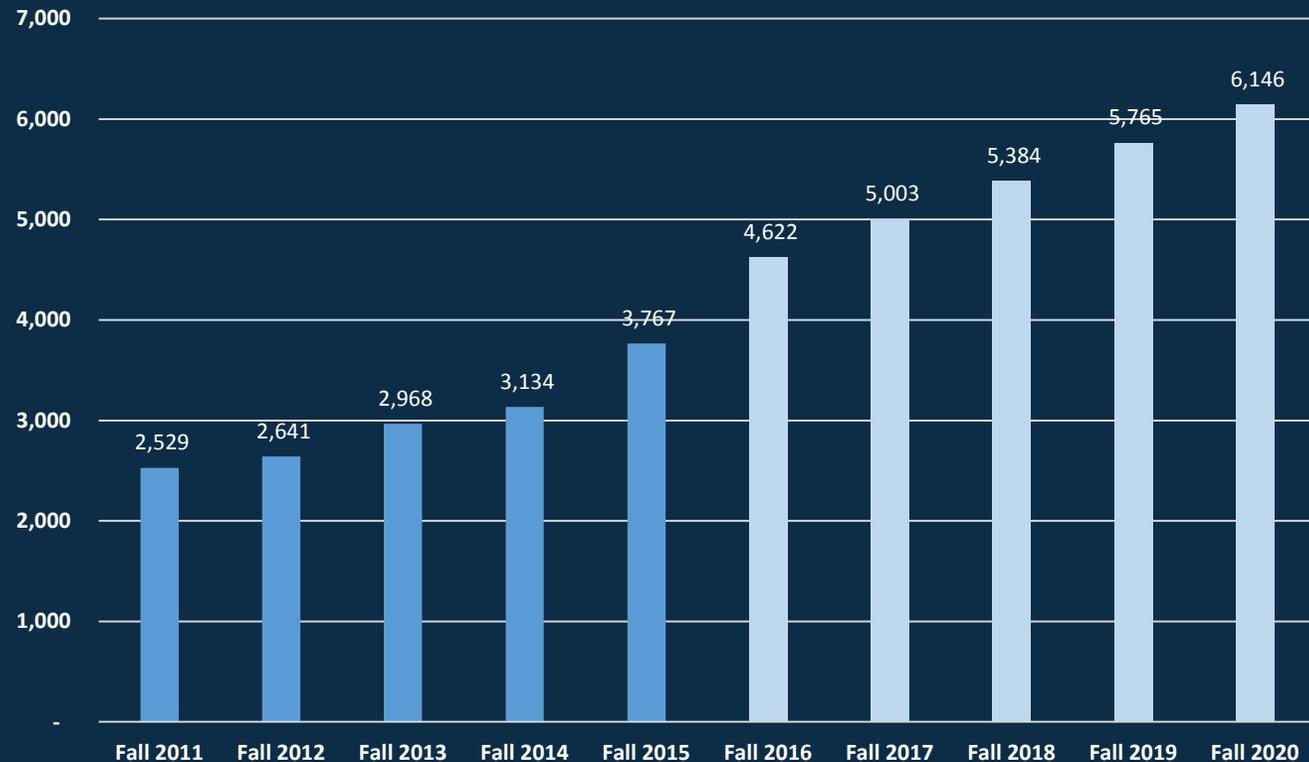# Serve over 6,100 students in dual credit by the end of fall 2020

Strategic Priority 2:

Increase Outreach and Create Streamlined Pathways from High School.

A. Strengthen partnerships with high schools in the service region.

B. Increase Collin College's presence in area high schools through embedded counselors, special events, and enhanced communications.

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To serve over 6,100 dual credit students by 2020, about 381 additional students will need to enroll in Collin College dual credit coursework every year for the next four years.

Collin College Dual Credit Combined
5 Year Historical & Goal

Fall	Students
Fall 2011	2,529
Fall 2012	2,641
Fall 2013	2,968
Fall 2014	3,134
Fall 2015	3,767
Fall 2016	4,622
Fall 2017	5,003
Fall 2018	5,384
Fall 2019	5,765
Fall 2020	6,146

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Increase the number of transfers and graduates to 23,000 by 2020

Strategic Priority 3:

Emphasize student achievement and streamline pathways to four-year colleges and universities.

A. Enhance strategies that position students for success.

B. Streamline pathways to four-year colleges and universities.

C. Promote certificate and degree completion.
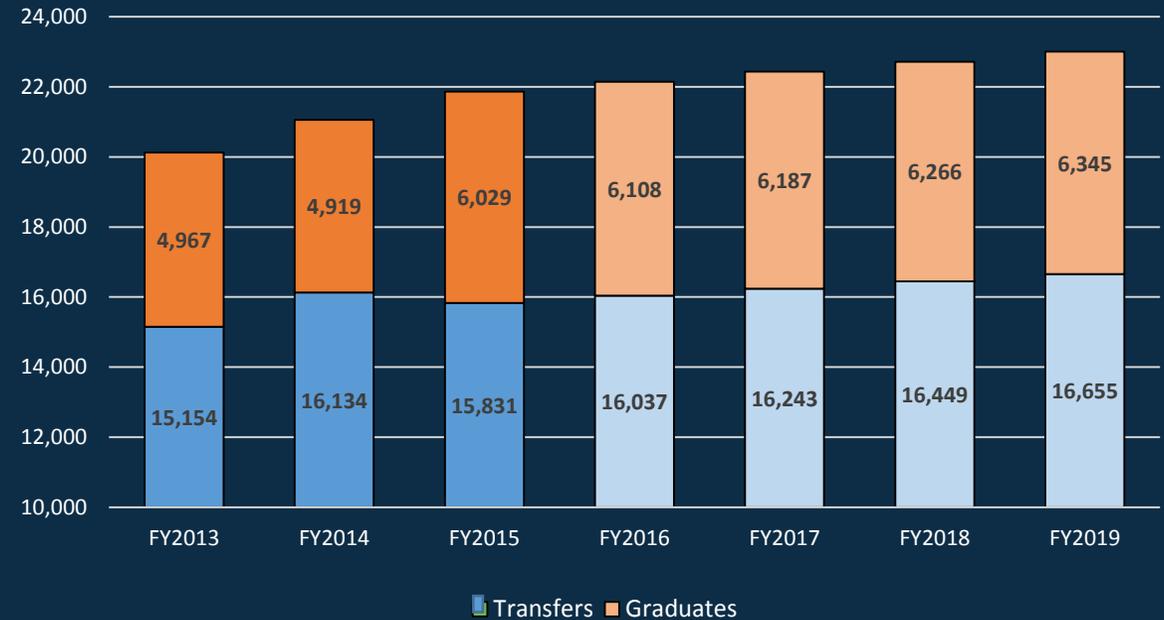
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Reaching the 23,000 graduate and transfer goal by 2020 will require:

1. Approximately 316 additional graduates or about 79 per year, and

2. 824 additional transfers over four years or about 206 more each year.

Serving an additional 500 students at CHEC by 2020 will help meet the College's goal to streamline pathways to four-year colleges and universities. CHEC Upper Division Duplicated Enrollment will increase from 3,321 to 3,821 by 2020.

Collin College Program Completion and Transfers with 3 Years of Historical Data & Goal

	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
Graduates	4,967	4,919	6,029	6,108	6,187	6,266	6,345
Transfers	15,154	16,134	15,831	16,037	16,243	16,449	16,655

Transfers ▪ Graduates

Source: Collin College Student Data System and National Student Clearinghouse Student Tracker

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Increase the number of students in career and technical courses and programs by 25%; More than double the number of companies served through customized corporate training by 2020.

Strategic Priority 4:

Expand career and technical programs and training offerings in alignment with current and future regional labor market demand and become the customized training provider of choice for additional employers.
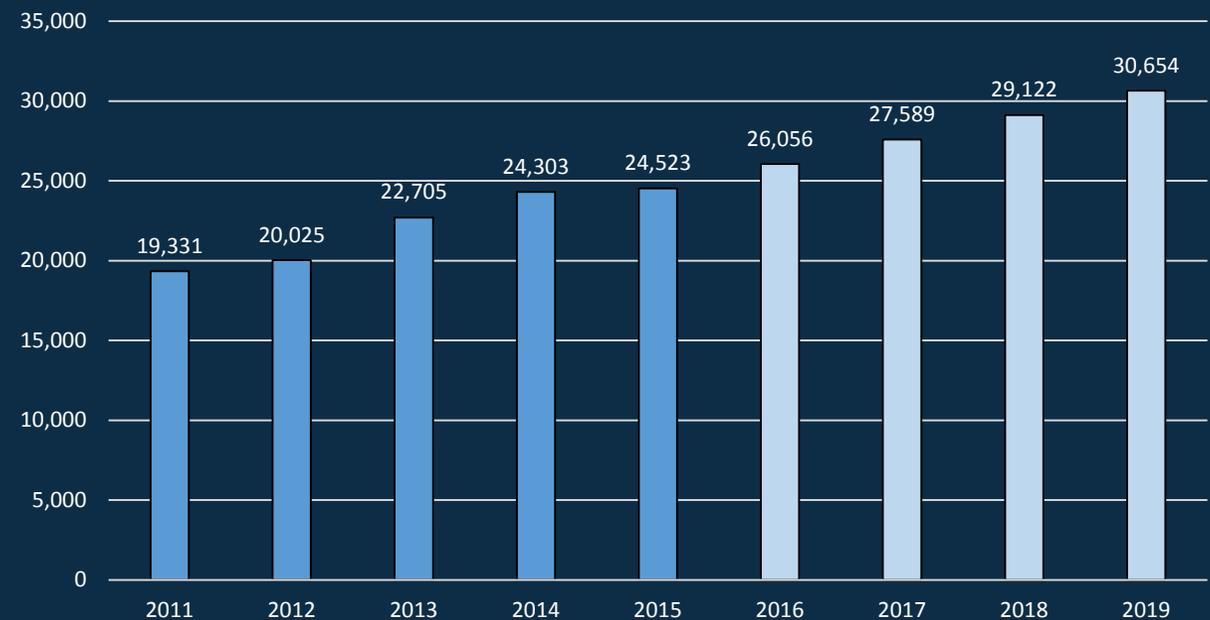
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A. Offer additional career and technical training opportunities.

B. Improve skills readiness to meet labor market demands.

C. Attract new populations of students into career and technical programs.

D. Enhance the college's system of program review for career and technical programs to ensure effectiveness and efficiencies.

E. Expand engagement and outreach efforts with business, industry, and government.

To meet our goal, approximately 3,203 additional credit career and technical (CTE) students will need to be served by 2020 or about 801 per year. Nearly forty-eight percent (48%) of the workforce skill-building accomplishment is tied to continuing education workforce enrollments.

Attaining the 2020 goal will require 2,928 additional continuing education enrollments in workforce-related courses over four years or about 732 more students served every year.

Collin College Annual Students Served in Workforce Programs & Courses (Credit & Continuing Education) 5 Years of Historical Data & Goal
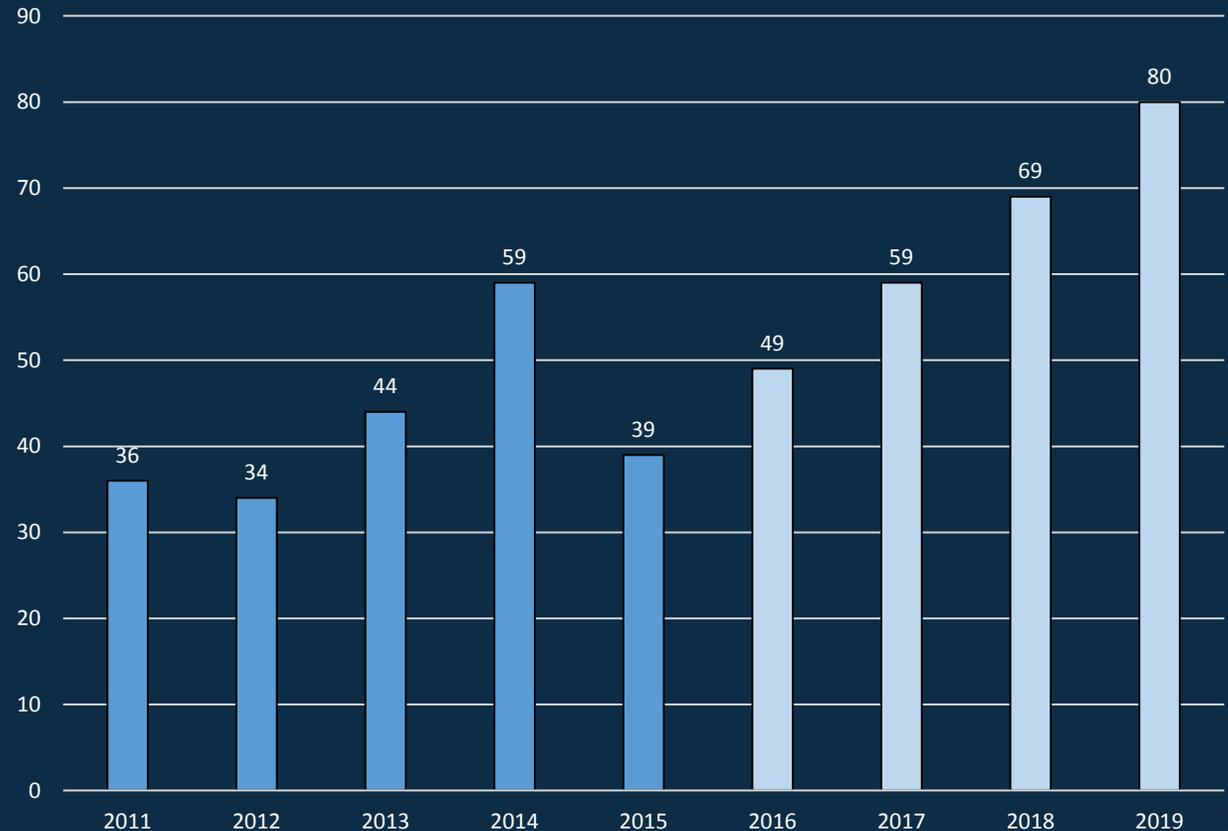
Year	Students Served
2011	19,331
2012	20,025
2013	22,705
2014	24,303
2015	24,523
2016	26,056
2017	27,589
2018	29,122
2019	30,654

Source: Collin College Student Data System.

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The College has employees and a network of contractors with the skills and facilities to effectively deliver professional development training as needed by business and industry.

Opportunities on campus include state-of-the-art facilities, equipment, and conference spaces. We also offer options to host courses and programs on-site at businesses or other convenient locations based upon the clients' preferences.

Collin College is actively working to be a preferred on-demand strategic partner to solve training needs within the Collin County region.

Companies Served Through Business & Industry Services 5 Years of Historical & Goal

Year	Value
2011	36
2012	34
2013	44
2014	59
2015	39
2016	49
2017	59
2018	69
2019	80

Source: Collin College Current Grant Projects

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Double external resources awarded to Collin College through grants and fundraising by 2020

Strategic Priority 5:

Promote innovation and diversify revenue streams.

A. Expand Grants Office initiatives.

B. Work collaboratively with the Collin College Foundation to expand resources for student scholarships and other College initiatives.

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Doubling the annual amount of external resources awarded to Collin College through new grants will foster innovation, keep tuition and fees low, and assist with critical capital projects.

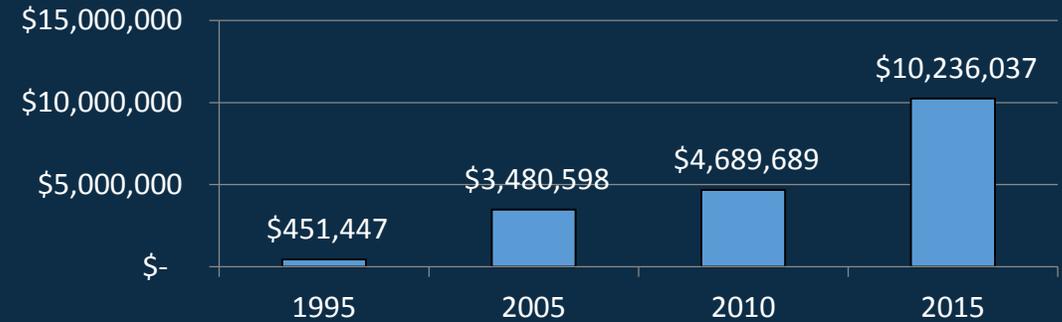**Collin College External Grants**
4 Years Historical & Goal

- 2012-13: $7,744,543
- 2013-14: $8,729,866
- 2014-15: $2,968,348
- 2015-16: $3,289,661
- 2016-17: $4,112,076
- 2017-18: $4,934,492
- 2018-19: $5,756,907
- 2019-20: $6,579,322

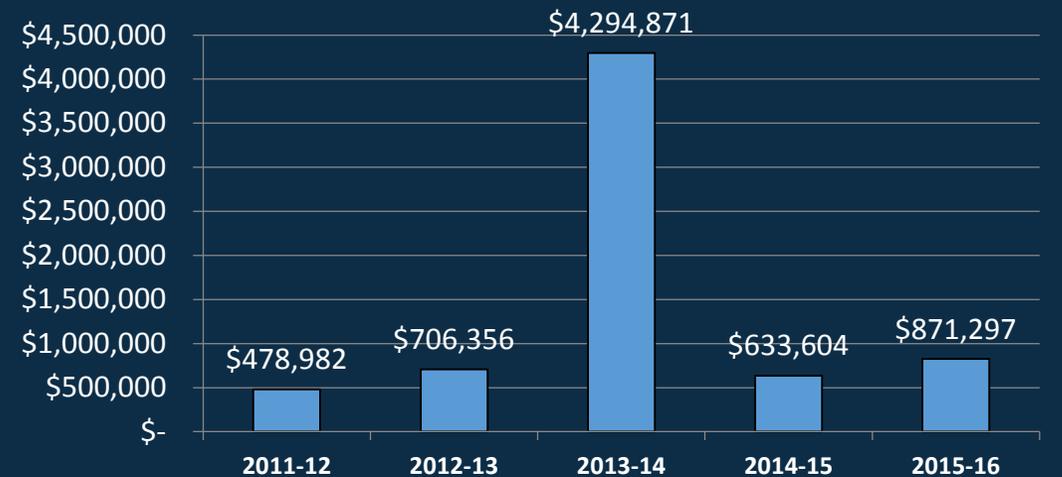*Source: Collin College Current Grant Projects*

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The Collin College Foundation, Inc. establishes its own strategic plan to foster and build external resources in support of scholarships for Collin College students and programs. The Foundation's new strategic plan will be developed in support of the Collin College Vision 2020 Strategic Plan.

Collin College Foundation Endowment History

Year	Amount
1995	$451,447
2005	$3,480,598
2010	$4,689,689
2015	$10,236,037

Collin College Foundation External Funds Raised 2011-2016

Year	Amount
2011-12	$478,982
2012-13	$706,356
2013-14	$4,294,871
2014-15	$633,604
2015-16	$871,297

Source: Collin College Foundation

Progress on Student Satisfaction Campus Climate survey responses

Strategic Priority 6:

Create an increasingly welcoming environment for students, community members, faculty and staff.

A. Foster Collin College's Core Values on campus.

B. Create Student Life initiatives and programs, including Intramurals, Veterans' Centers, student organizations, and events that engage students.

C. Expand campus Wi-Fi coverage to enhance learning experiences and provide support for "bring your own device" for anytime access to learning materials.

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Add at least 550,000 square feet of space to Collin College facilities

Strategic Priority 7:

Expand the physical footprint of Collin College to meet emerging programmatic needs, improve facilities as necessary, and implement the Maintenance Plan to elevate services to our students.

A. Assure that facilities are sufficient in size, scope, and location to support needed programs.

B. Assure that Collin College's facilities are well-maintained.

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