COLLIN COLLEGE: VISION 2016

Strategic Goal #1: Improve academic success by implementing strategies for completion.

College Priority	Expected Results		Targeted Actions		Responsible Department	Action Leader
Completion Momentum	1.1	The number of students achieving significant levels of completion as identified by the THECB will be increased.	1.1.1	Determine funding sources to support student completion.	Student Development	VP of Student Development
			1.1.2	Create an early alert system that allows faculty to identify at-risk students before they reach academic probation.	Student Success and Academic Affairs	Dean of Enrollment and Academic Success Momentum and Deans of Academic Affairs
			1.1.3	Implement a new academic action plan including development of Maximizing Academic Progress Program.	Student Success	Dean of Enrollment and Academic Success Momentum
			1.1.4	Enhance academic advising to assist students in formulating a personalized degree plan including major and degree when first enrolling at Collin College.	Student Success	Dean of Enrollment and Academic Success Momentum
			1.1.5	Develop systematic academic advising across the district to include faculty advising as part of College Service.	Student Development and Academic Affairs	Deans of Student Development and Academic Affairs
			1.1.6	Increase academic advisor training and enhance training materials.	Student Development	VP of Student Development
			1.1.7	Develop and implement a comprehensive strategy to improve degree completion across the district.	Academic Affairs	Deans of Academic Affairs
			1.1.8	Develop and market clear pathways for student completion.	Student Success and Public Relations	Dean of Enrollment and Academic Success Momentum and VP Public Relations and Development
			1.1.9	Develop portfolio system for awarding credit to students who successfully demonstrate appropriate outcomes obtained through experience.	Student Development and Academic Affairs	VP of Student Development and VP/Provosts
Student Success through Student-Centered Decision Making	1.2	The number of students successfully completing college-level course work after developmental instruction will be increased.	1.2.1	Enhance and restructure Developmental Education.	Developmental Education	Dean of Developmental Education
			1.2.2	Develop pairings of developmental courses/instruction and credit courses through faculty collaboration.	Academic Affairs and Developmental Education	Deans of Academic Affairs and Developmental Education
			1.2.3	Enhance course placement assessment by implementing new Texas Success Initiative Assessment.	Developmental Education and Student Development	Dean of Developmental Education and VP of Student Development

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		1.2.4	Implement pre-assessment activity to enhance reliability of placements.	Developmental Education	Dean of Developmental Education
		1.2.5	Include all DE students in advising by leveraging technology and enhancing classroom advising.	Developmental Education	Dean of Developmental Education
	1.3 A culture of student preparedness will be the focus of student success.	1.3.1	Develop system that requires orientation prior to course registration.	Student Success and Academic Affairs	Dean of Enrollment and Academic Success Momentum, Dean of Developmental Education and Deans of Academic Affairs
		1.3.2	Provide First-Year (FYE) program cost analysis and develop recommendation for implementation of all first-time college students and for re-entry students.	Student Success	Dean of Enrollment and Academic Success Momentum and Dean of Developmental Education
		1.3.3	Develop and implement a replicable model to improve students' learning and study habits.	Academic Affairs	Deans of Academic Affairs
	1.4 Enhanced data will be provided to improve quality and pace of decision making affecting the complete range of student learning, programs, and success.	1.4.1	Establish priorities and parameters for a college-wide decision-making process via executive software.	Institutional Research	Assoc. VP for Research and Institutional Effectiveness
		1.4.2	Obtain and implement college-wide decision making executive software.	Institutional Research and Information Systems	Assoc. VP for Research and Institutional Effectiveness and Chief Information Systems Officer
Financial Aid	1.5 Financial Aid/Veteran's Affairs accuracy and responsiveness will be improved.	1.5.1	Improve training for F.A. Staff to include review of past errors and data on response times.	Financial Aid and Veteran's Affairs	Director of Financial Aid
		1.5.2	Increase collaboration with external agencies.	Financial Aid and Veteran's Affairs	Director of Financial Aid
		1.5.3	Improve processes and productivity in Financial Aid Department.	Financial Aid and Veteran's Affairs	Director of Financial Aid
		1.5.4	Complete detailed analysis and implementation of new federal regulations.	Financial Aid and Veteran's Affairs	Director of Financial Aid

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		1.5.5 Complete NASFAA (National Assoc. of Student Financial Aid Administrators) compliance study.	Financial Aid and Veteran's Affairs	Director of Financial Aid
Streamlined Services	1.6 Academic and student support services across the district will provide coordinated procedures and services.	1.6.1 Coordinate all district-wide academic support services to ensure consistency across the district: Tutoring, Writing Center, Math and Science Labs, Testing Center and Academic Advising.	Student Development and Academic Affairs	VP of Student Development and VP/Provosts

Strategic Goal #2: Provide access to innovative higher education programs that prepare students for constantly changing academic, societal and career/workplace opportunities.

College Priority	Expected Results		Targeted Actions		Responsible Department	Action Leader
Degrees and Certificates	2.1	New Programs will be developed in key workforce and academic areas.	2.1.1	Develop two new degree, certificate, and/or continuing education programs in Health Sciences.	Academic Affairs	Dean of Health Sciences
			2.1.2	Determine the need for new degree, certificate, and continuing education programs in Science, Technology, Engineering and Math (STEM).	Academic Affairs	Dean of STEM
			2.1.3	Develop two new degree, certificate, and/or continuing education programs in career and technical areas such as HVAC, Energy, Plumbing, International Logistics and Packaging.	Academic Affairs and Continuing Education	Dean of Business and Computer Systems and Assoc. VP of Continuing Education and Workforce Development
			2.1.4	Prioritize implementation of new degree and certificate programs.	Academic Affairs	VP/Provosts
			2.1.5	Enhance course offerings at CPC and PRC in order to provide students with comprehensive general education choices to complete a degree.	Academic Affairs	Dean of Fine Arts and Deans of Academic Affairs
	2.2	Integrated pathways between continuing education and credit programs will be developed.	2.2.1	Provide more enrollment opportunities for (a) CE students to take credit courses and (b) Credit students to take CE courses, thus providing Collin students a well-rounded job skills centered education.	Continuing Education and Academic Affairs	Assoc. VP Continuing Education and Workforce Development and Dean of Business and Computer Science
	2.3	Collin College will be positioned as a leader in refining employment skills for advanced workplace opportunities and workforce training in a global market.	2.3.1	Initiate programs and marketing strategies that focus on re-careering the unemployed and underemployed.	Continuing Education	Assoc. VP Continuing Education and Workforce Development
Baccalaureate Degree Options	2.4	Approval for offering Baccalaureate programs will be recommended.	2.4.1	Develop curriculum and propose to the THECB a Collin College Weekend College BA in General Studies.	Academic Affairs and President's Office	VP/Provost-SCC, District Senior VP and District President
			2.4.2	Prioritize programs, develop curriculum, and propose to the THECB baccalaureate degrees at Collin College in Health Sciences, Technical and Workforce fields.	Academic Affairs and President's Office	VP/Provost-CPC, VP/Provost-PRC, District Senior VP, and District President
			2.4.3	Enhance seamless transfer/concurrent enrollment strategy for selected BA programs with university partners to increase course offerings at CHEC. Add an additional university to CHEC.	Academic Partnerships	VP/Provost-PRC

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Completion	2.5 Partnerships with local ISDs will be expanded leading high school students to certificates and associate degrees at Collin.	2.5.1 Enhance dual credit options, including specialized magnet programs, with ISDs to increase credit attainment prior to high school graduation.	Academic Partnerships and Academic Affairs	Assoc. Dean of Academic Partnerships and Deans of Academic Affairs
		2.5.2 Initiate new Technical Dual Credit Programs with service district high schools.	Academic Partnerships	Assoc. Dean of Academic Partnerships
	2.6 Career clusters will be developed to expand students' choices leading to seamless transition.	2.6.1 Identify and establish career cluster courses for all workforce programs at Collin.	Academic Affairs	Dean of Business and Computer Systems, Dean of Health Sciences, Dean of Fine Arts, and Dean of STEM
Facilities	2.7 The Central Park Campus Master Plan will be enhanced to include elements of a comprehensive campus and a Health Sciences facility that will establish Collin College as a Health Science Hub for the region.	2.7.1 Use data and program research to develop plans that will significantly increase space (classrooms, offices, labs, simulation, parking, fine arts facilities, conferencing facilities, etc.) and provide areas for future growth.	President's Office	District Senior VP
	2.8. Off-campus Fire Sciences, Emergency Services, and Law Enforcement regional training facilities will be planned.	2.8.1 Develop final plan (with consideration of leasing) and begin implementation for facility and other resources for Fire Science, Emergency Services and Law Enforcement.	President's Office	District Senior VP
	2.9 The college will create a plan and begin the development of a campus in Farmersville to serve the residents of Eastern Collin County.	2.9.1 Use data to project future campus and programming needs and begin implementation.	President's Office	District President, District Senior VP
	2.10 The college will create a plan and begin the development of a campus in Celina to serve the residents of Northwestern Collin County.	2.10.1 Use data to project future campus and programming needs and begin implementation.	President's Office	District President, District Senior VP

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Strategic Goal #3: Engage faculty, students and staff in improving a district-wide culture of adherence to the Collin College Core Values. We have a passion for: Learning; Service and Involvement; Creativity and Innovation; Academic Excellence; Dignity and Respect; Integrity.

College Priority	Expected Results		Targeted Actions		Responsible Department	Action Leader
Customer Service and Culture of Student-Centered Decision Making	3.1	Through an enhanced culture of civility and respectful interactions, ratings on student perception surveys will be improved compared to prior years. Ratings higher than peer institutions will be achieved on student perceptions of service.	3.1.1	Enhance customer service training throughout the college to improve students' experiences at Collin College.	Student Development and Human Resources	VP of Student Development and VP Organizational Effectiveness and Human Resources
			3.1.2	Conduct and study the results of brief "dignity and respect" post-contact surveys after major student transactions, such as admissions, registration, financial aid, etc. in order to facilitate improvements in the student experience.	Institutional Research	Assoc. VP for Research and Institutional Effectiveness
			3.1.3	Develop a new system to effectively manage high volume activity during peak registration times.	Student Development	Deans of Student Development
			3.1.4	Make key decisions considering impact on student success as a first priority.	College District	Leadership Team
			3.1.5	Improve effectiveness of telephone communication systems to address college responsiveness during peak periods at least twice per year.	College District	Leadership Team
SACSCOC Compliance	3.2	SACSCOC reaffirmation of accreditation will be achieved.	3.2.1	Prepare the compliance document and the QEP with integrity and utilize the process to make improvements in educational practices.	President's Office	District Senior VP
			3.2.2	Utilize the service and involvement of staff and faculty committees with participation across the district to develop the compliance document and the QEP.	Teaching and Learning	Assoc. VP of Teaching and Learning
Communication	3.3.	CougarWeb and CougarMail will become the information channels of choice.	3.3.1	Continue to track web metrics and develop process to ensure students utilize CougarWeb and CougarMail for broad-based and individual information concerning services and individual status.	Student Development and Public Relations	VP of Student Development and VP of Public Relations and Development
	3.4	Core values will be modeled through communication and will be improved across the district.	3.4.1	Create and implement customer Service protocols to be used across the district.	College District	Leadership Team

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		3.4.2 Create and post brief videos that describe various Collin processes in short, easy to view formats (e.g. YouTube).	Public Relations	VP of Public Relations and Development

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Strategic Goal #4: Enhance the College's presence in the community by increasing awareness, cultivating relationships, building partnerships and developing resources to respond to current and future needs.

College Priority	Expected Results		Targeted Actions		Responsible Department	Action Leader
Economic Impact & Partnerships	4.1	The college's overall approval ratings in the community surveys will be improved including perceptions of academic quality and contributions to the local economy.	4.1.1	Develop and implement a new marketing & public relations plan using new options in advertising, media relations, social media, video, digital media and publications to reach targeted audiences.	Public Relations	VP of Public Relations and Development
			4.1.2	Develop new commercial concept and advertising campaign.	Public Relations	VP of Public Relations and Development
	4.2	New partnerships and collaborative efforts with community agencies and businesses will be established.	4.2.1	Develop a plan and system for representation and engagement with civic organizations, businesses and municipalities.	Human Resources	Asst. Director of HR & Organizational Development
			4.2.2	Develop and implement a plan to target and recruit key players from the business sector for service on advisory councils.	Technical Programs Steering Committee	VP/Provost PRC
Resources	4.3	Gifts and grants to the college and foundation will be increased by 3%.	4.3.1	Develop and implement a fundraising plan including annual fund giving, major giving, special events and planned giving.	Foundation	VP of Public Relations and Development
			4.3.2	Implement new concept for spring fundraising event to raise annual funding for scholarships.	Foundation	VP of Public Relations and Development
			4.3.3	Resume the major giving/naming opportunities campaign.	Foundation	VP of Public Relations and Development
			4.3.4	Implement an alumni program.	Foundation	VP of Public Relations and Development
			4.3.5	Establish a grant development system to assist faculty, staff and administrators with pre-approval processes for securing grants.	Foundation	VP of Public Relations and Development

9/25/2012