

President's Mid-Year Update on 2012-2013 Strategic Plan

April 23, 2013

LIBRARY

2252

COLLIN
COLLEGE

Cary A. Israel
District President



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



Implement a new academic action plan including development of Maximizing Academic Progress Program. Fall 2013



Enhance academic advising to assist students in formulating a personalized degree plan including major and degree when first enrolling at Collin College. Pilot will be implemented in August 2014.



Develop system that requires orientation prior to course registration. Summer 2014






Financial Aid/Veteran's Affairs accuracy and responsiveness will be improved.

- **Bi-monthly meetings with Financial Aid leadership with increased communication.**
- **Future plans include increasing access to webinars through NASFAA.**



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





Develop two new degree, certificate, and/or continuing education programs in Health Sciences.

- **The Certified Veterinary Assistant, Level 1 (CVA-1) program was approved and implemented in CE beginning September 2012.**



- **Radiology Training (Non-Certified Technician, NCT) will begin on May 6. Training totals 120 hours and is offered as advanced training for Medical Assistants.**
- **Smart Grid Management Certificate Series created.**



Develop curriculum and propose to the THECB a Collin College Weekend College BA in General Studies.


- Curriculum has been researched including requirements for faculty credentials.



Enhance dual credit options, including specialized magnet programs, with ISDs to increase credit attainment prior to high school graduation.

- **New dual credit academies in STEM and/or STEAM fields are currently being developed.**





Initiate new Technical Dual Credit Programs with service district high schools.

- Technical Dual Credit Programs have been increased. Discussions are underway with Frisco to expand specific technical programs.



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.

- **Detailed plans have been developed by PBK architects through communication with College programs.**



Develop final plan (with consideration of leasing) and begin implementation for facility and other resources for Fire Science, Emergency Services and Law Academy.

- **Detailed plans have been developed by PBK architects through communication with College programs and the city of McKinney.**



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.***



Enhance customer service training through the college to improve students' experiences at Collin College.

- **Chick-fil-A McKinney Customer Service training conducted for all full-time academic advisors by franchise owner Don Westback. September 2012**



- **Customer service training needs will be assessed throughout the district, first identifying recent customer service training and then identifying current and future needs. Specific training solutions will be developed following data collection and analysis. March 2013**





- **Results from the most recent student surveys have been reported to the QEP Development Team for analysis and incorporation into the QEP plan. Spring 2013**
- **Initial meeting with Dr. Martin to discuss the development of an online real time customer service survey for all Student Development departments. Spring 2013**



- **Conference call held with Cuyahoga Community College Director of College Information Center. The Center handles all phone calls, web chats, and emails for the district in support of enrollment services. September 2012**
- **Student Development team visited UT Dallas to review their automated Wait System for registration and student advising. September 2012**



- **Review of several automated wait systems currently used in the restaurant/hospitality industry has been conducted; QLess Wait System, NoWait Application, and Queue Mobile. Fall 2012**
- **Webinar explained Ivey Tech Comm. College District, Indiana, call center. Use of Black Board administrative services to establish a 24/7 help desk and comprehensive FAQ system for all inquiries was described. Options continue to be explored.**



SACSCOC reaffirmation of accreditation will be achieved.

- Initial Compliance Document completed March 2014. QEP expected completion June 2014. In progress and on schedule.



Utilize the service and involvement of staff and faculty committees with participation across the district to develop the compliance document and the QEP.

- **The QEP Development team for the District was selected and announced. The team represents a valid cross section of participants from faculty, staff, and administrators. December 2012**



- **Committees comprised of over 900 staff and faculty met on All College Planning Day to provide input to the QEP Development Team. January 2013**



***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.***



The college's overall approval ratings in the community survey will be improved including perceptions of academic quality and contributions to the local economy.

- **Develop and implement a new marketing and public relations plan using new options in advertising, media relations, social media, video, digital media and publications to reach targeted audiences.**



- **Special editions of community newsletter set for fall 2013 on academic quality and spring 2014 on contributions to the local economy.**
- **New home page design and CMS to be launched in 2013.**
- **New bill board locations to be identified and contracted.**
- **YouTube and Instagram to be evaluated for sponsored content and/or ads.**



Develop and implement a plan to target and recruit key players from the business sector for service on advisory councils.

- A workforce education steering committee consisting of workforce deans, workforce faculty, and administrators was formed.



Gifts and grants to the college and foundation will be increased by 3%.

- A four-year plan has been created, approved by the Foundation Board of Directors and implemented by the Foundation staff.
- The Stetson & Stiletto Standoff debuted on February 23. The Collin County and Texas trivia night was a sell-out and successfully raised \$231,000 gross (\$207,000 net) for student scholarships.



Resume the major giving/naming opportunities campaign.

- Foundation staff met with chair of the campaign to discuss plans for the future.
- A new committee of board members was organized for the campaign.



Implement an alumni program.

- Initial plans include exploring ways to capture alumni interest and begin a formalized program.

