DISTRICT NUMBER SEVEN
BOARD OF TRUSTEES
REGULAR MEETING OF SEPTEMBER 17, 2014

FIRST READING

Subject: **Board of Trustees: 2014 – 2015 Goals**

<u>Attachment</u>

Shoreline Community College Areas of Focus for 2014-2015

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                     President
                     Shoreline Community College
                     September 17, 2014

At Shoreline Community College, we strive to be a world-class leader in student success and community engagement. To achieve this bold vision, we focus our mission to serve the educational, workforce and cultural needs of the diverse communities we serve. To become world class in meeting those needs, we seek excellence in all efforts, including hiring, training, student services, teaching, college operations and leadership.

We achieve the goal of excellence through processes that include critical analysis and benchmarking of our current practices and identity. We use that information to identify, modify and adopt practices that enable continuous improvement. When we can do this at a level of excellence, we are world class.

Building on the objectives of the 2013 Strategic Plan, the following Areas of Focus for 2014-15 will allow the college to effectively direct its work and attention.

Initiative #1 Increase Enrollment, Retention, and Completion

Student Enrollment & Satisfaction – supports Core Themes (Student Success and Educational Attainment and Program Excellence)
(Strengthen our student success strategies from application, enrollment, persistence, retention, student learning to completion)

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:
   a.   Develop the infrastructure to improve support for all students from application to enrollment
   b.   Map out current student success initiatives to determine effectiveness, as well as next steps for implementation of the First Year Experience (FYE) which include such elements as: assessment, placement, orientation, advising, and a first-year college course
   c.   Increase student access through class offerings and improved scheduling
   d.   Benchmark processes for enrollment and student financial aid to create a more seamless process for students
   e.   Support faculty in their efforts to explore and implement high impact pedagogies that support student success
   f.   Continue to advance global and multicultural education to prepare students for the 21st century
   g.   Improve student retention, persistence and completion by using best and promising practices
   h.   Evaluate learning spaces (casual and classroom) throughout the campus to foster improved academic success
   i.   Evaluate a University Transfer Center with strong ties to key partner universities
   j.   Explore research-based incentives to increase student completion of certificate and degree programs

Initiative #2 Leverage Community Engagement

Community Outreach – supports Core Theme: Community Engagement and College Stewardship

Launch a communications plan to improve the 'ownership' of Shoreline Community College by the communities we serve.

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

Provide support to achieve the following:
   a. Involve community leaders in a comprehensive fund raising campaign
   b. Begin the campaign to raise capital and scholarship funds
   c. Implement an ongoing community engagement plan once the initial capital drives are completed
   d. Build relationships and assess community needs by increasing outreach to community organizations

Initiative #3 Develop Human Resources and Physical/Technical Infrastructure

Hiring and Talent Development – supports Core Theme: Program Excellence and Access and Diversity

Develop the infrastructure to attract, recruit, hire and retain employees to meet the diverse students and communities we serve

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:
   a. Design a comprehensive recruitment and hiring plan that attracts, selects and retains a workforce that reflects the students and communities we serve
   b. Assess the needs of our employees and provide opportunities to strengthen their skills, abilities, and professional knowledge to meet the diverse needs of students and community

   c. Create a comprehensive staff development plan grounded in our values of equity and inclusion that prepares employees for internal successions and promotions
   d. Reinvigorate professional development aimed at the exploration and adoption of best practices
   e. Ensure we have a college leadership structure to provide the necessary direction to achieve the mission of the college

Strategic Planning – supports Core Theme: Program Excellence

Complete a strategic plan for the college by Fall 2015 and begin implementing the strategies from that plan

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

It is anticipated that an inclusive planning process will begin by January 2015 and engage the campus community as well as the communities we serve, in discussions on the following topics:

a. Academic Programs and Student Services
b. Governance
c. Human Resources
d. Communications and Marketing
e. Facilities, Equipment and Technology
f. Finances (Both operating and capital needs to include revenue and expenses)