Strategic Planning 2007-08: Funding, Implementation and the Future

Opening Day
September 21, 2007
The Reasons Behind Strategic Planning

1. Improving Student Learning and Success
2. Enrollment
3. The Economy
4. Our Competition
5. Technology
6. Funding
Institutional Strategic Planning Goals

- On-campus FTES enrollment will increase 2% annually.
- The percentage of June Santa Clara County high school graduates attending De Anza College will increase from 12% to 14% by fall 2010.
- The fall-to-fall persistence of full-time students will increase from 71% to 75% by 2010.
- By 2010, the basic skills course success rate will have increased 5% over 2005-06.
- By fall 2010, 10% of students with a goal of transfer or degree will have completed at least one course having a community/civic engagement component.
Key Foci for 2007-08

Outreach + Enrollment + Retention = Growth
Institutional Initiatives

- Outreach
- Individualized Attention to Student Retention and Success
- Cultural Competence
- Community Collaborations
Institutional Initiatives Team Leaders

**Outreach:** Jean Miller, Rob Mieso, Kathleen Moberg

**Individualized Attention to Student Retention and Success:** Lydia Hearn, Shirley Kawazoe, Howard Irvin

**Cultural Competence:** Sal Breiter, Marion Winters, Virginia Marquez, Carolyn Wilkins-Greene

**Community Collaborations:** Mayra Cruz, Rowena Tomaneng, Carleen Bruins, Letha Jeanpierre
Outreach Action Plans

1. **Creation of Office of Outreach and Relations with Schools** overseeing all Outreach functions.
   - Instructional division participation in outreach activities
   - Advising at high school recruitment events
   - Collaboration with Institute of Community and Civic Engagement in developing curricula for student participation in Outreach
   - Expansion of De Anza/K-12 consortium

$93,000
Outreach Action Plans

2. **Implementation of the recruitment plan** with the assistance of Institutional Research and incorporating the Cultural Competence Team and the Institute of Community and Civic Engagement.

- Student ambassadors
- Recruitment technology for high school to college transitions
- Database of prospective students
- Events, supplies, postage
- Student transportation
- Advertising

$167,000
Outreach Action Plans

3. Implementation of the annual marketing plan as it relates to recruitment.
   • Outreach and marketing materials
     $40,000

Total for Outreach Institutional Initiative:

$300,000
Individualized Attention to Student Retention and Success Action Plans

1. **Enhancement and expansion of Summer Bridge.** $84,000

2. **Implementation of a First Year Experience** program initially targeting Latino, African ancestry, Filipino and first-generation student cohorts transitioning from the Summer Bridge program.
   - Student employees, printing, supplies, field trips $8,000

3. **Implementation of the Early Alert system.**
   - Training workshops, printing, supplies $4,000
Individualized Attention to Student Retention and Success Action Plans

4. Integration of instructional support.
   • Establishment of Division Retention Teams focusing on implementing the Early Alert system and division-specific retention strategies

$99,000
Individualized Attention to Student Retention and Success Action Plans

5. **Expansion of peer support** (tutoring, mentoring, etc.).
   - Tutoring, mentoring, etc.
   
   $105,000

Integration of learning support (long-range facilities planning recommendation), including the coordination and joint housing of the Tutoring Center, Skills Center, Writing and Reading Center, Readiness, LinC and Honors.

Total for Individualized Attention Institutional Initiative:

$300,000
Cultural Competence Action Plans

1. Implementation of a comprehensive three-year staff development plan addressing a variety of topics in cultural competence.
   - Classroom assessment, curriculum development, training $41,000

3. Implementation of division practica (small topic-based discussion groups) to reinforce staff development through creating campus-community conversations.
   - Faculty division team leaders and coordinators
   - Part-time faculty participation
   - PGA/PAA credit for staff and faculty $41,000
Cultural Competence Action Plans

3. Implementation of special projects.
   - Diversity/equity conference
   - Oral history
   - Pilot Participatory Action Research Team and Cultural Competence courses

   $18,000

   Total for Cultural Competence Initiative:
   $100,000
Community Collaborations Action Plans

1. Development of general education curriculum to support community, civic and cultural awareness and leadership skills
   - Summer Bridge and First Year Experience programs and leadership institutes for students who come from historically underrepresented groups  $17,000

2. Enhancement of internship and Community Service Learning programs and opportunities
   - Comprehensive “Community Links” database  $13,000
Community Collaborations Action Plans

3. Development and enhancement of internal and external community partnerships
   • Specific projects in instructional divisions
   • Events, supplies, student transportation

$70,000

Total for Community Collaborations Initiative:
$100,000
Thank you!