

# 2020 EDUCATIONAL MASTER PLAN GOALS

## *Goal #1: Branding*

Develop an innovative, comprehensive branding campaign to market the College as a distinctive institution (e.g., establishing signature programs, creating a capital campaign, leveraging athletics).

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### **I. Define our brand: What sets us apart from other CCs?**

- Developing a well rounded student – we go beyond the factory method of education (quick degree or transfer).
  - Calker School of Art and Design - we are emphasizing right brain creativity development. Putting the Arts in STEM to create STEAM.
  - Che School of Professional Studies – Career Programs emphasis, collaboration
- Beautiful campus (nature, sustainability, creek restoration, relaxing, safe)

# 2020 EDUCATIONAL MASTER PLAN GOALS

## *Goal #2: Campus Environment*

Create a vibrant and engaging campus community.

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### Objectives:

○ *Conduct a campus climate research project that aims to understand the student*

○ Timeline:

Data Analysis – September 2016- January 2017

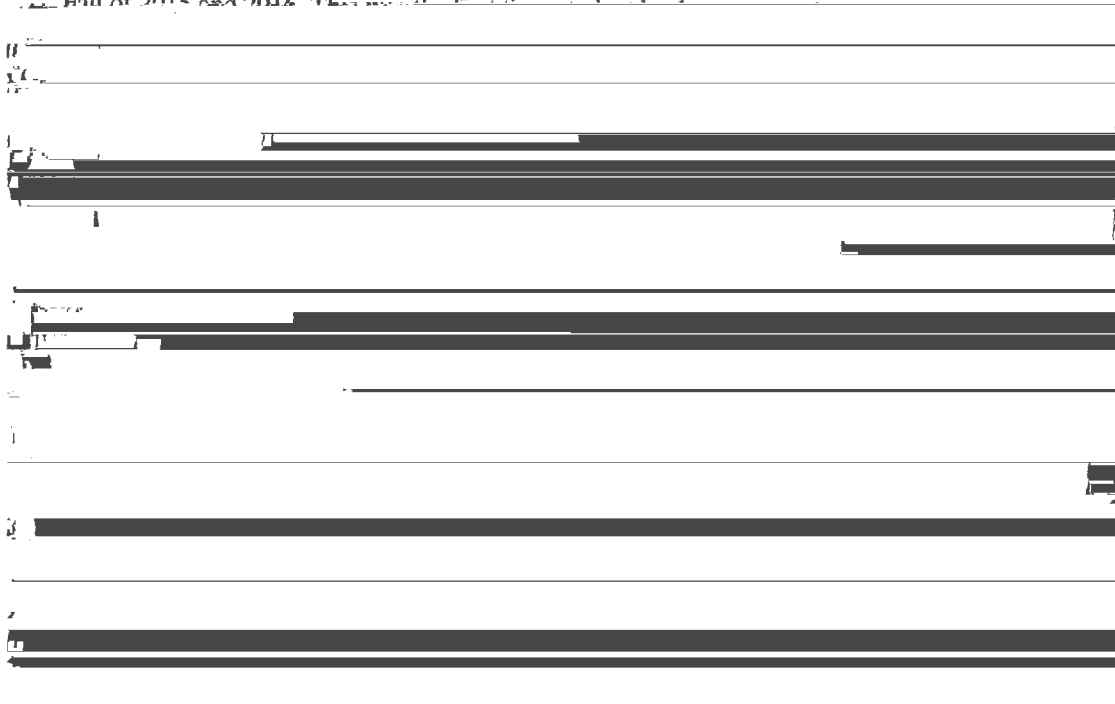
○ Timeline:

Data-Driven Changes – June 2017 – August 2018

# 2020 EDUCATIONAL MASTER PLAN GOALS

**Re-organize Cafeteria/Event Center** – The Campus Center Cafeteria/ Event Center has rolled out a semi-permanent stage and new layout that holds 50% more students. The space will undergo another major redesign with new furniture in Fall 2016, which will accommodate even more students.

- **Increase traffic in Campus Center** – Sales for Drip Coffee and the WM Café have both seen year over year sales increased by substantial gains.
- **New Student Leadership Training** – A new week-long student leadership retreat was hosted in Fall of 2015 and 2016. This year's event will be held in...



# 2020 EDUCATIONAL MASTER PLAN GOALS

## Goal #3: Career Programs

Align career courses and programs with labor market opportunities.

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### Sub goals (2016/2017)

- I. **Develop and align new non credit CTE courses with the CTE credit programs**
  - a. Work has begun with the water grant
  - b. New courses in business and court reporting already in the curriculum process.
  - c. Develop courses in job readiness and soft skills.
  - d. Expand our operations by creating a new management position to over see all non credit
    - i. Funded through the Strong Workforce Program
- II. **Create a job placement specialist position to assist graduates with entry-level positions or internships.**
  - a. Use Strong Workforce funding
  - b. This person will also collect completion and employment data on our students (information that is being asked for by many different agencies)
- III. **Align our efforts with industry through our advisory boards**
  - a. Organize an annual joint meeting of all our advisory boards
- IV. **Develop and broadly publicize industry-informed pathways that prepare students for jobs within our region.**
  - a. Use Strong Workforce funding for development
  - b. Use Data Unlocked funding/technical assistance to determine which pathways to pursue in our region
  - c. Examples include
    - i. Cyber-security
    - ii. Green/sustainable design
    - iii. Health related fields
      1. Medical equipment repairs
      2. Medical records technicians and transcriptionists.

- V. Coordination of CTE resources w/ college funding resources to optimize - and avoid redundancy
- timelines
  - adding students.
  - III: add discussion

add: <diagne's discussion act#3>

Restructuring advisory boards to incorporate

Work align social services or Diversity.

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## Goal #4: Course Offerings

Explore and shift course offerings depending on evolving student and community needs (e.g., distance learning, noncredit, weekends, evenings, compressed courses and community education).

### 1. Course and program priorities will be identified per School and Divisions based on student demand, labor market and job availability data, and success, completion, and persistent

- Offer courses that support the completion of CTE - ADT – Transfer programs
- Offer programs or develop new programs that are supported by labor market information and high job attainment rate
- Launch programs that are supported by the entrepreneurial mind set
- Strengthen and grow supplemental instruction that support student success (acceleration, embedded tutoring, writing center, etc.)
- Strengthen Student Support services (e.g., Career Center, Financial Aid, etc.)

### 2.

- Learning Comm. GE classes and orientations), focusing on access, progress, completion, success.
- Bridge distance learning to on-campus programs

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- Develop programs that support international experience
- Develop programs that are supported by the labor market and job attainment rate
- New Full-time faculty hiring

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

# 2020 EDUCATIONAL MASTER PLAN GOALS

## Goal #5: Diversity and Equity

~~Commit to development and implementation of~~

### Sub goals:

- Utilizing research-based best practices, develop healthy discussions on race and ethnicity across the campus including but not limited to faculty inquiry groups and courageous conversations, and provide appropriate facilitators/presenters from a wide range of expertise.

- Timeline:

Implementation beginning August 2015 - May 2017

~~Data collection beginning August 2015 - May 2017~~

[REDACTED]

Data collection: Mid Sept. 2016 - Nov 16, 2016 (annually)

Data analysis and dissemination: Jan 2017 - April 2017 (annually)

- Identify appropriate methods to collect disaggregated student equity data and distribute to non-instructional programs, including Student Services so each program can assess their progress with target groups and include in their non-instructional Program Review.

- Timeline:

Data collection

January 2017 - Sept. 2017

Data analysis and dissemination

Nov. 2017







# 2020 EDUCATIONAL MASTER PLAN GOALS

## Goal #8: Resources

Align campus and personnel resources to priorities supported by data. Provide robust academic support services.

### Subgoals

#### I: Physical Resources:

Through the use of Community Support Funds, Bond Funds, Land Corp Funds, donations, and State Scheduled Maintenance Funds, multiple projects have been completed or are underway.

- Cilker School of Art and Design
- Athletics,
  - Baseball scoreboard
  - Fencing around baseball and soccer with WVC logos and sports images
  - Fully refinished gym floor
- A&R, Counseling, and Business/AJ renovation
  - Starting Fall 2016 with scheduled completion by Spring 2018; occupancy Fall 2018.
- Library
  - New furniture ordered, in place Spring 2016 and continuing through Fall 2016. As funds permit, additional furniture & fixture upgrades will occur.
  - New collaborative spaces to be ordered Fall 2016, installed Spring 2017. These spaces are innovative designs with technological enhancements.
- Campus Center

Equipment in place during 2015-2016 with additional items to be acquired in

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2016-2017.

- "Lower Lounge" remodeled into a student gathering space with games (pool, ping-pong, air hockey, video games) to provide a relaxing and engaging area for students.

*Continued*

# 2020 EDUCATIONAL MASTER-PLAN GOALS

Goal	Priority	Timeline	Responsible Party
1. Increase student achievement in reading and math.	High	2016-2020	Superintendent
2. Improve teacher effectiveness and retention.	High	2016-2020	Superintendent
3. Enhance student engagement and attendance.	Medium	2016-2020	Superintendent
4. Strengthen community and family involvement.	Medium	2016-2020	Superintendent
5. Promote a safe and secure learning environment.	High	2016-2020	Superintendent
6. Increase transparency and accountability.	Medium	2016-2020	Superintendent
7. Foster innovation and leadership.	Medium	2016-2020	Superintendent
8. Support professional development and growth.	Medium	2016-2020	Superintendent
9. Enhance communication and collaboration.	Medium	2016-2020	Superintendent
10. Promote diversity and inclusion.	Medium	2016-2020	Superintendent

### III: Technological Innovation:

To meet the ever-evolving needs of the 21st century, the district will focus on the following goals:

