

Education Master Plan Initiatives & Strategies- Integration Matrix

Education Master Plan Initiatives & Strategies	Accreditation Planning Agenda	First Year Experience Recommendations	Enrollment Management Plan	Marketing Plan	Student Equity Plan
<p><u>Increase Learning Alternatives</u> Strategy 1 Increase on-line instruction through: a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services via on-line. (CS 1.1/1.2)</p>	<p>II A1.b Instigate structure for more online instruction. (CS 4.1) II B3.a Implement strategies for consistency & currency in counseling. (CS 1.1/1.2) II C1.b Develop information competency assessment plan. (CS 1.1)</p>	<p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) 2F Enhance partnership structures. (CS 1.1) 5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3) 5D Provide services that promote the FY students personal development. (CS 1.1/1.2/1.3)</p>	<p>5.3 Increase programs & services that meet community needs. (CS 1.1)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	<p>1.2 To identify barriers that may exist in the admission and registration process. (CS 1.1) 1.4 To continue to provide adequate course offerings and support services for evening college students. 2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1) 2.5 To explore strategies for increasing completion and success rates for special populations (CS 1.2, 5.1) 2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1) 2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p>	<p>II A1.a Integrate First Year Experience Plan. (CS 1.1) II A1.b Instigate structure for more online instruction. (CS 4.1)</p>	<p>2F Enhance partnership structures. (CS 1.1) 5A Improve communication to first year students. (CS 1.1/1.2/1.3) 5B Design and implement programs that promote. (CS 1.1/1.2/1.3) 5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3)</p>	<p>2.1 Provide adequate publications to support outreach communication. (CS 1.3) 4.2 Provide adequate resources to achieve enrollment goals. (CS 4.1) 5.3 Increase programs & services that meet community needs. (CS 1.1)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2) Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 1.2) Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2)</p>	<p>1.1 To continue outreach efforts for the campus and community (CS 1.3, 3.2) 1.2 To identify barriers that may exist in the admission and registration process. (CS 1.1) 1.4 To continue to provide adequate course offerings and support services for evening college students. (CS 1.1) 1.5 To ensure that diversity related activities/events are supplementary to classroom instruction & reflect mission and values of college. (CS 1.1, 1.3, 1.5) 2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1)</p>

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(cont.)				<p>Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p>	<p>2.3 Examine basic skills prerequisites to determine relevance to subsequent sequential coursework. (CS 1.1, 1.2) 2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1) 2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1) 2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan with activities for assessing effectiveness of strategies including program-based marketing and target marketing. (CS 3.2)</p>		<p>2A Establish effective Communication Structures/Systems. (CS 1.1) 5A Improve communication to first year students. (CS 1.1/1.2/1.3) 5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3)</p>	<p>1.1 Implement marketing plan. (CS 3.2) 2.1 Provide adequate publications to support outreach communication. (CS 1.3) 4.1 Implement a system for managing student inquiry. (CS 2.1) 4.2 Provide adequate resources to achieve enrollment goals. (CS 4.1)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2) Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 1.2) Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2) Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3) Strategy 3.1 Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3)</p>	<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2) 1.5 To ensure that diversity related activities/events are supplementary to classroom instruction & reflect mission and values of college. (CS 1.1, 1.3, 1.5)</p>

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(cont.)				Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	
<u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research which includes: 1) Development of alumni database and b) Survey of alumni. (CS 2.1)	II C1. b Develop information competency assessment plan. (CS 1.1)	2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) 3A Establish institutional learning goals to guide institutional planning. (CS 2.1) 3B Conduct ongoing assessment. (CS 2.1) 3C Collect, analyze, and communicate data regarding FY students. (CS 2.1) 3D Establish FY benchmarks. (CS 2.1)	1.1 Implement marketing plan. (CS 3.2) 3.1 Conduct institutional research for planning/decision. (CS 3.1)	Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 1.2) Strategy 3.1 Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3) Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)	1.2 To identify barriers that may exist in the admission and registration process. (CS 1.1) 2.3 Examine basic skills prerequisites to determine relevance to subsequent sequential coursework. (CS 1.1, 1.2) 2.4 To incorporate disproportionate impact info and course retention success studies into College’s Program Review process. (CS 1.2, 2.1) 2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1) 2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1) 2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)
<u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (C S 1.1)	II A1.b Instigate structure for more online instruction. (CS 4.1)	4B Develop curricula that includes diverse perspectives. (CS 1.3) 5B Design and implement programs that promote. (CS 1.1/1.2/1.3)	4.2 Provide adequate resources to achieve enrollment goals. (CS 4.1) 4.3 Develop a structure for retention/success strategies. (CS 1.2) 5.1 Develop First Year Student programs and services. (CS 1.2)	Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2)	1.4 To continue to provide adequate course offerings and support services for evening college students. 2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1) 2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1)

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(cont.)					<p>2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1)</p> <p>2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Develop New Programs</u> Strategy 6 Develop courses and programs for seniors/life-long learners. (C S 1.1)</p>		<p>4B Develop curricula that includes diverse perspectives. (CS 1.3)</p> <p>5B Design and implement programs that promote. (CS 1.1/1.2/1.3)</p> <p>5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3)</p>	<p>5.3 Increase programs & services that meet community needs (CS 1.1)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p> <p>Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	<p>1.4 To continue to provide adequate course offerings and support services for evening college students.</p> <p>2.5 To explore strategies for increasing completion and success rates for special populations (CS 1.2, 5.1)</p> <p>2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1)</p> <p>2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)</p>	<p>IIA1.a Implement Early Alert System. (CS 1.1/1.2)</p> <p>II A1. a Integrate First Year Experience Plan. (CS 1.1)</p> <p>II A1.b Instigate structure for more online instruction. (CS 4.1)</p> <p>II B3.a Implement strategies for consistency & currency in counseling. (CS 1.1/1.2)</p> <p>II C1.b Develop information competency assessment plan. (CS 1.1)</p>	<p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)</p> <p>4B Develop curricula that includes diverse perspectives. (CS 1.3)</p>	<p>4.3 Develop a structure for retention/success strategies. (CS 1.2)</p> <p>5.1 Develop First Year Student programs and services. (CS 1.2)</p> <p>5.3 Increase programs & services that meet community needs. (CS 1.1)</p>	<p>Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p> <p>Strategy 4.1 Conduct ongoing research studies to support marketing and outreach decisions. (CS 2.1)</p>	<p>1.4 To continue to provide adequate course offerings and support services for evening college students.</p> <p>2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1)</p> <p>2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1)</p> <p>2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1)</p>

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(cont.)					<p>2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Increase Courses & Programs for Under-Prepared Students</u> Strategy 8 Connect student success with basic skills instruction. (CS 1.2)</p>	<p>II A1.b Instigate structure for more online instruction. (CS 4.1)</p>	<p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) 4B Develop curricula that includes diverse perspectives. (CS 1.3) 5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3)</p>			<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2) 1.4 To continue to provide adequate course offerings and support services for evening college students. 2.1 Increase completion rates for male students. (CS 1.1, 1.2, 1.5) 2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1) 2.3 Examine basic skills prerequisites to determine relevance to subsequent sequential coursework. (CS 1.1, 1.2) 2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1) 2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1) 2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Increase Courses & Programs for Under-Prepared Students</u> Strategy 9 Implement a Career Advancement Academy. (CS 1.21)</p>		<p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1) 4B Develop curricula that includes diverse perspectives. (CS 1.3) 5C Implement programs/services that facilitate the transition of FY students. (CS 1.1/1.2/1.3)</p>	<p>4.2 Provide adequate resources to achieve enrollment goals. (CS 4.1) 5.3 Increase programs & services that meet community needs. (CS 1.1)</p>		<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2) 1.4 To continue to provide adequate course offerings and support services for evening college students. (CS 1.1) 2.1 Increase completion rates for male students. (CS 1.1, 1.2, 1.5)</p>

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(cont.)					<p>2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1)</p> <p>2.3 Examine basic skills prerequisites to determine relevance to subsequent sequential coursework. (CS 1.1, 1.2)</p> <p>2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1)</p> <p>2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1)</p> <p>2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Increase Campus Internationalization</u> Strategy 10 Implement a framework for campus internationalization.(CS 3.1)</p>		<p>2F Enhance partnership structures. (CS 1.1)</p> <p>4B Develop curricula that includes diverse perspectives. (CS 1.3)</p>			<p>1.4 To continue to provide adequate course offerings and support services for evening college students. (CS 1.1)</p> <p>1.5 To ensure that diversity related activities/events are supplementary to classroom instruction & reflect mission and values of college. (CS 1.1, 1.3, 1.5)</p>
<p><u>Seek New Revenue Sources</u> Strategy 11 Develop and implement an infrastructure for planned giving which includes: 1) Planned giving, naming, alumni assoc and database and major donor program, b) Corporate partnerships and c) Training centers at college/corporate education. (CS 4.1)</p>		<p>2F Enhance partnership structures. (CS 1.1)</p>		<p>Strategy 3.1 Raise gifts and pledges through President’s Council to support college innovations. (CS 1.3)</p>	

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<p><u>Recommended Additional Strategy: Employee Resources</u></p>		<p>2B Establish a coordinated organizational structure for the delivering first year programs, services, and activities. (CS 1.1)</p> <p>2C Establish and support Professional Development structures that promote engaged pedagogies. (CS 1.1)</p> <p>2E Develop programs, policies and procedures that “make the success path clearer to students. (CS 1.1)</p> <p>2G Develop faculty/staff hiring structures that clarify institutional outcomes for FY students. (CS 1.1)</p> <p>4A Hire and retain diverse faculty and staff. (CS 1.3)</p> <p>4C Hire a full-time outreach coordinator to improve. (CS 1.3)</p> <p>4D Include/Explore tolerance and diversity in Orientation for faculty/staff/students. (CS 1.3)</p> <p>4E Enhance diversity training. (CS 1.3)</p> <p>5A Improve communication to first year students. (CS 1.1/1.2/1.3)</p> <p>5B Design and implement programs that promote. (CS 1.1/1.2/1.3)</p>			<p>2.5 To explore strategies for increasing completion and success rates for special populations. (CS 1.2, 5.1)</p> <p>2.6 To increase the success rates for African American students in transferable, vocational and basic skills classes. (CS 1.1, 1.2, 4.1)</p> <p>2.7 Follow up on special factors impacting course completion/success rates for special populations. (CS 1.2, 4.1)</p>
<p><u>Recommended Additional Strategy: Facilities</u></p>		<p>2D Provide adequate physical structures/facilities that facilitate. (CS 1.1)</p> <p>4G Unify various clubs, committees communities that celebrate diversity. (CS 1.3)</p>			<p>1.3 To identify barriers that affect physical access to the campus during capital improvement construction period, 2004-2007. (CS 1.2)</p>