

Improve Student Preparedness. Saddleback College will ensure that students gain the foundational skills necessary to complete college level work and achieve career goals.

Member: Nina

Description:

Student Outreach to the Community. A vehicle where students perform or work in the community to gain experience and exposure that would help them in their career goals.

Measurement:

When students gain exposure in the community whether it be internships or for entertainment purposes, it would allow them better opportunities for career advancement. This goal would be attained when students have a success rate of gaining employment in the area of their studies.

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Jennie

Description:

When appropriate, assist basic skills instructors with message development targeted for desired audience.

Measurement:

Improved understanding of said classes based on message, increased enrollment in basic skills classes.

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Hiro

Description:

For students to reach a higher level of skills and achieve career goals, it is essential that students obtain some of the foundation skills at the high school level. It is even more true for career technical programs. Saddleback College has to strengthen its relationship with local high schools and help them raise the level of education at the secondary level. Individual programs have to do more outreach with local high schools. We also should closely the success of secondary education.

Measurement:

Number of course articulation between highschools and Saddleback programs.

Notes: Revisit at a later time with a rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Leslie

Description:

Increase parent involvement through informational sessions not only in the fall semester as well as in the spring semester. Involvement with the parent sessions begin in the elementary level through the Jr. Gaucho program and continue through the middle school and high schools.

Notes: Possibly done at the department level.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Another possible goal would to develop a "College/Community-Wide" Advisory group to help better prepare potential and current students at Saddleback College.

Measurement:

Attendance at parent information sessions.

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Terence

Description:

1. Enhance transfer, career advancement, and basic skills attainment of students who are the most vulnerable (academically underprepared, economically disadvantaged, disabled, Veterans, etc.) through offering adequate support services.

- With over 700 student Veterans we currently have merely 10 hrs/wk of counseling to support them
- Disabled student counseling has decreased by 50% this year while the disable student population has risen by over 15%
- General student enrollment is up 12% yet Admissions and Records is down seven staff members

Measurement:

Fully staff support services for students to industry norm in faculty and staff to student ratio

Notes: **Member to communicate idea with members of separate planning group.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Students

Description:

A) Improve marketing of majors, programs, certificates, and even classes by creating more dynamic websites that include videos, etc.

Notes: **Possible strategy for Communications goal.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

B) Improve internal communications and communicate with students via email (which is not happening at all): create once per week email digests of events and programs and seperately, academic and student service deadlines and information.

Measurement: none noted

Importance: none noted

Notes: **Request clarification from students. Possible strategy for Communications goal.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Adam

Description:

Continue investing in new and existing rich-web-applications (RWAs), rich-internet-applications (RIAs), such as MySite, that are developed to extend each departments capabilities to inform students directly to their mobile phones through apps for iPhones, Androids, etc. Perhaps every Saddleback Department or Program could have its own RIA/RWA? The more the school utilizes the communication technology and the potential in it, the faster it can inform and ultimately prepare the student.

Measurement: none noted

Notes: **May not fall under College Advancement.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 develop and implement a plan to expand the already existing College For Kids program to focus on basic skills (in partnership with academic faculty) to boost student achievement when transitioning to Saddleback College.

Measurement:

Determine how many College For Kids classes focus on basic skills then increase those numbers by offering additional classes with academic faculty throughout the year while measuring attendance and achievement.

Notes: **Possibly done at the department level.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 develop a plan to organize a Continuing Education program that will focus on business partnerships with emphasis on workforce and professional development.

Measurement:

Measure the number of partnerships and participation over the first year to determine baseline for subsequent years.

Notes: **Revisit at a later time with a rewrite as a SMART goal taking into consideration the discussion of the group and including additional information.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Janet

Description:

1. Increase GPA for students who enroll and seek counseling for the 2200 students who have been identified as being on academic probation.
2. Provide academic, career and personal counseling services for war veterans who are enrolled at Saddleback College
3. Provide academic, career and personal counseling for the those enrolled in Basic Skills English and Math courses.
4. Improve the ratio of counselor/student ratio to ensure comprehensive counseling services that will lead to student success rates in vocational and transfer patterns.
5. Improve counseling faculty to student ration to ensure comprehensive counseling services to address personal issues as they impact a safe learning environment and student success.

Measurement: none noted

Notes: **Withdrawn by member and replaced with an oral presentation regarding Career Services. Possible strategy for Services goal. Rewrite as a SMART goal taking into consideration the discussion of the group.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Foster Innovation. Saddleback College will employ innovative teaching and technology to enhance instruction and student services.

Member: Nina

Description:

School Spirit. We already have cheerleaders and now a mascot so how about a Pep Band? There would have to be a new performance class in the Music Department since there isn't currently this type of class.

Measurement:

A Pep Band at college games would enhance the school spirit and allow music students to earn valuable experience in their field. Seeing the Pep Band in action and the response from fans would show how we reached this goal.

Importance: none noted

Notes: **Possibly done at the department level.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Jennie

Description:

Following development of innovative teaching and technology, develop marketing and communications plan to promote community awareness of said innovation.

Measurement:

Development of plan, media placement.

Notes: **Possible strategy for Communications goal.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Hiro

Description:

Online classes are one of the great tools to reach students outside of our geographic area as well as non-traditional students. That could be also true for online/live hybrid classes.

Measurement:

Number of online/hybrid courses

Notes: **Withdrawn by member.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Leslie

Description:

Colaborate with the local high schools in developing a link on the Outreach page that would serve as an information portal for local high school personnel. This would allow the high school staff to better serve the student when choosing

Saddleback College as their "First Choice" in higher education.

Also, for Notes would be an Outreach Newsletter and listserver for the high school personnel...This also could be broken down to three subcategories:

High School

Junior/Middle School

Elementary

Measurement:

Response or hits to the webpage. Begin using Constant Contact to measure feedback.

Notes: **Rewrite as a SMART goal taking into consideration the discussion of the group & possible strategy for Communications goal.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Terence

Description:

1. Utilize technology in counseling services to increase academic persistence and student retention, performance and success.
2. Move institution towards fully paperless systems; payroll, absence verifications, student support services, meeting agendas, etc.
3. Set college-wide energy use reduction practices and policies that will decrease expenditures and improve sustainability.
4. Offer options for training and professional development with the goal of increasing homegrown leaders among our faculty and classified staff.

Measurement:

1. Enhance MAP to level that it may be used for all student support services. Also, measure the ability for DE students to receive adequate support services at the level of traditional students.
2. – 4. Self evident

Notes: Member to communicate idea with members of separate planning group. Efforts may already be in place across campus.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Students

Description:

Create campus-wide buy-in for the new ASTRA room reservation and event management system. To help campus organizations, clubs, and instructors to plan campus events with ease and efficiency, buy-in is needed for all involved: facilities, audio/visual, cafeteria, PIO, Master Calendar, and room schedulers. This system could provide a completely streamlined event management system that includes a web-based master calendar.

Measurement: none noted

Importance: none noted

Notes: May not fall under College Advancement. Efforts may already be in place across campus.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Adam

Description:

Create taskforces that researches upcoming events that instructors and students can participate in with the aim to tutorialize the following: internet social networking, basic web design or other popularized internet technology that emerges annually.

The focus for this taskforce is to aid instructors and the general community on understanding these issues: internet myths & trends, the validity of information on the internet, the technologies being developed to battle fraudulent information, Saddleback's position on internet piracy, citing Wikipedia & other public-post encyclopedias, etc.

The internet has no doubt affected study patterns and traditional referencing practices of its student body.

Sometimes a student can show expert understanding but cited work with false premises from the internet, and sometimes a student finds an article printed a half hour before class that is very factual and permissible.

Therefore, educating and informing the Saddleback Community on these issues can have a negative or positive impact on the overall quality of work produced by Saddleback's students, mostly depending on the qualifications given by the instructors on their referencing guidelines.

Measurement: none noted

Notes: Possible strategy for Communications goal or May not fall under College Advancement.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 design and develop a new Alumni & Visitors Center which will serve as the "front door" to the campus. The area will house/feature a new online platform bridging Saddleback College with the community (newsletters, websites, etc.) as well as serve as a display of all latest innovations and technologies used across campus.

Measurement:

The completed construction as well as the number of visitors (to website and location) will serve as measurement.

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 launch an integrated marketing program, which includes a new institutional brand (letterhead), graphic identity (gaucho logo) and long-term strategic communications plan (processes).

Measurement:

The development and implementation will determine its measurement.

Notes:

Efforts already being made at the department level.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Excel in College Transfers. Saddleback College will increase student transfers to four-year colleges and universities.

Member: Nina

Description:

Creative and Performing Arts Schools. Add to the impressive list of Saddleback College transfers. Need to determine whether or not this area is covered. If not, pursue.

Measurement:

Students in Fine Arts and Media Technology being able to transfer to schools in their area of interest and expertise.

Importance: none noted

Notes: Efforts already being made at the campus level.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Jennie

Description:

By July 2010 develop a marketing plan targeted specifically to high school counselors that promotes Saddleback College as an option that is equal to or better than a four-year college.

Measurement:

Production of materials, feedback from counselors, increased numbers of students from feeder high schools who seek to transfer, or who chose Saddleback College over a four-year school.

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Hiro

Description:

This could be the reverse side or 1st goal for career technical programs. We have to outreach to and communicate with four-year schools more and increase the number of course articulation. Students finishing more articulated courses would be more interested in transferring to the four-year schools.

Measurement:

Number of course articulation with 4-year colleges and universities.

Notes: Efforts already being made at the campus level. Possible strategy for Communications goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other: Tie into above

Member: Leslie

Description:

Increase outreach visits to specific classrooms within that high schools that may target the following students: honor students, TPP students and CTE students.

Measurement:

FTE increase in Saddleback College's honor courses and CTE courses.

Notes: Possible strategy for Communications goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Terence

Description:

1. (Duplicate from direction #1) Enhance transfer, career advancement, and basic skills attainment of students who are the most vulnerable (academically underprepared, economically disadvantaged, disabled, Veterans, etc.) through offering adequate support services.

-With over 700 student Veterans we currently have merely 10 hrs/wk of counseling to support them

-Disabled student counseling has decreased by 50% this year while the disable student population has risen by over 15%

-General student enrollment is up 12% yet Admissions and Records is down seven staff members

Measurement:

Fully staff support services for students to industry norm in faculty and staff to student ratio.

Notes:

Duplicate.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Students

Description:

This goal is directed at the Foundation:

- A) Improve scholarship award system so all students are aware and have access. Have process begin in the fall.
- B) Support funds for transferring students.

Measurement: none noted

Importance: none noted

Notes: **May not fall under College Advancement. (A) System is already available in the Fall. (A)**

Possible strategy for Communications goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Adam

Description:

Increase the funding for the Learning Assisted Program. Hold more transfer day events, create more outreach positions that are geared toward encouraging student involvement. Student involvement is essential in transferring to another school, in my opinion.

Measurement: none noted

Notes: **Possibly done at the department level.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 develop and implement a plan to expand the already existing Junior Gauchos program to include monthly outreach efforts at elementary and middle schools emphasizing Saddleback as the first choice and on educating families on what transfer options Saddleback offers to a four-year institutions.

Measurement:

The tracking of visits and number of on campus and off campus events with Junior Gauchos participants will determine the effectiveness of the plan. Also, surveys will determine how the participants feel about the information they have been given.

Notes: **Possibly done at the department level.**

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Enhance Resources: Saddleback College will improve its ability to expand and develop alternative sources of revenue to support college priorities.

Member: Nina

Description:

Community Outreach and Partnership Ventures. Expand on what we're doing now and utilize the vast Alumni list for sponsorship and partnership. I understand this list has barely been tapped.

Measurement:

Added revenue will be our proof of that this goal worked.

Importance: none noted

Notes: Possible strategy for Funding (Foundational Resources) goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Jennie

Description:

By July 2010 purchase comprehensive online service to find alumni, develop data-rich database, and send communications to prospective donors.

Measurement:

Expanded alumni database, increase in donors and donations.

Notes: Possible strategy for Funding (Foundational Resources) goal. (Purchase Sungard)

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Hiro

Description:

Winning grants can be a great marketing tool - think you win an NSF grant and what it could show to the world. Encourage individual programs apply for more grants and smooth line the process.

Measurement:

Number of grants Saddleback College wins as a whole.

Notes: Possible strategy for Funding/Communications goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Leslie

Description:

Increase Alumni support via Marketing materials through the high schools and community.

Measurement:

Increase alumni numbers

Notes: Possible strategy for Funding (Foundational Resources) goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Terence

Description:

1. Set college-wide energy use reduction practices and policies that will decrease expenditures and improve sustainability.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Notes: May not fall under College Advancement.

2. Organize more major events similar to Foundation Gala to bring community on to campus and increase external revenue streams.

Measurement:

1. Show evidence of decreased energy consumption over a three year period. Display institutional policies set to improve environmental sustainability.

Importance: Essential Important Desirable

Notes: Possible strategy for Funding (Foundational Resources) goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Students

Description:

A) Naming opportunities for campus spaces and buildings.

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B) Sponsorships of computer labs and other spaces and campus marketing opportunities.

Measurement: none noted

Importance: none noted

Notes: Possible strategy for Funding (Foundational Resources) goal.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other: Tie into Foundation

Member: Adam

Description:

By investing in Saddleback's Computer Science department and with the creativity of the student body, creating mobile applications and featuring them for purchase online could easily generate revenue. The more miniaturized student services and payment processes are, the easier it is to make purchases like the ASB stamp or tuition fees, view when their classes are cancelled, etc. This won't necessarily give us a quantitative benefit, more like a qualitative benefit. Students of newer generations will feel more comfortable if student services are augmented with streamlined information available for their personal devices. There is nothing wrong with turning students into customers, especially if what they seek is high quality information brought to the palm of their hands.

Measurement: none noted

Importance: Essential Important Desirable

Notes: Efforts already being made at the district and/or departmental level.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:

Member: Estella

Description:

By July 2010 develop a plan to boost Alumni Relations and expand Foundational support by a minimum of 25% by end of fiscal year.

Measurement:

Find 2009-2010 fiscal year contributions and compare with the 2010-2011 contributions.

Importance: Essential Important Desirable

Notes: Rewrite as a SMART goal taking into consideration the discussion of the group. Follow up with Foundation Director for measurement piece.

Committee: Yes, needs rewrites Yes, but revisit at a later time No Other:
