

Improve Student Preparedness	Notes:
<p>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.</p>	<p>NOTES: Rewrite as a SMART goal taking into consideration the discussion of the group. Maybe strategy under Communications goal.</p>
<p>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 high schools and Saddleback programs.</p>	<p>NOTES: Revisit at a later time with a rewrite as a SMART goal taking into consideration the discussion of the group.</p>
<p>MEMBER: Students DESCRIPTION: A) Improve marketing of majors, programs, certificates, and even classes by creating more dynamic websites that include videos, etc. 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 separately, academic and student service deadlines and information. MEASUREMENT none noted</p>	<p>A) NOTES: Possible strategy for Communications goal. B) NOTES: Request clarification from students. Possible strategy for Communications goal.</p>
<p>MEMBER: Estella DESCRIPTION:</p>	<p>NOTES: Revisit at a later time with a rewrite as a SMART goal taking into consideration the discussion of the group and including additional</p>

<p>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.</p>	<p>information.</p>
<p>Foster Innovation</p>	
<p>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.</p>	<p>NOTES: Possible strategy for Communications goal.</p>
<p>MEMBER: Leslie DESCRIPTION: Collaborate 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 list server 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.</p>	<p>NOTES: Rewrite as a SMART goal taking into consideration the discussion of the group & possible strategy for Communications goal.</p>
<p>MEMBER: Adam DESCRIPTION: Create taskforces that researches upcoming events that instructors and students can participate in with the aim to</p>	<p>NOTES: Possible strategy for Communications goal or May not fall under College Advancement.</p>

<p>tutorialize the following: internet social networking, basic web design or other popularized internet technology that emerges annually.</p> <p>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.</p> <p>The internet has no doubt affected study patterns and traditional referencing practices of its student body.</p> <p>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.</p> <p>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.</p> <p>MEASUREMENT none noted</p>	
<p>Excel In College Transfers</p>	
<p>MEMBER: Hiro</p> <p>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.</p> <p>MEASUREMENT Number of course articulation with 4-year colleges and universities.</p>	<p>NOTES: Efforts already being made at the campus level. Possible strategy for Communications goal.</p>
<p>MEMBER: Leslie</p> <p>DESCRIPTION: Increase outreach visits to specific classrooms within that high</p>	<p>NOTES: Possible strategy for Communications goal.</p>

<p>schools that may target the following students: honor students, TPP students and CTE students.</p> <p>MEASUREMENT FTE increase in Saddleback College's honor courses and CTE courses.</p>	
<p>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</p>	<p>NOTES: May not fall under College Advancement. (A) System is already available in the Fall. (A) Possible strategy for Communications goal.</p>
Enhance Resources	
<p>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</p>	<p>NOTES: Possible strategy for Funding (Foundational Resources) goal.</p>
<p>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.</p>	<p>NOTES: Possible strategy for Funding (Foundational Resources) goal. (Purchase Sungard)</p>
<p>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</p>	<p>NOTES: Possible strategy for Funding/Communications goal.</p>

<p>process. MEASUREMENT Number of grants Saddleback College wins as a whole.</p>	
<p>MEMBER: Leslie DESCRIPTION: Increase Alumni support via Marketing materials through the high schools and community. MEASUREMENT Increase alumni numbers</p>	<p>NOTES: Possible strategy for Funding (Foundational Resources) goal.</p>
<p>MEMBER: Terence DESCRIPTION: Organize more major events similar to Foundation Gala to bring community on to campus and increase external revenue streams. MEASUREMENT non noted</p>	<p>NOTES: Possible strategy for Funding (Foundational Resources) goal.</p>
<p>MEMBER: Students DESCRIPTION: A) Naming opportunities for campus spaces and buildings. B) Sponsorships of computer labs and other spaces and campus marketing opportunities. MEASUREMENT none noted</p>	<p>NOTES: Possible strategy for Funding (Foundational Resources) goal.</p>
<p>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.</p>	<p>NOTES: Rewrite as a SMART goal taking into consideration the discussion of the group. Follow up with Foundation Director for measurement piece.</p>