

**FY2004-FY2005 District Strategic Goals and 2003-2004 Division Achievement Indicators**  
**Collin County Community College District**  
**Continuing Education and Workforce Development**

***Goal 1. Exhibit visionary leadership to provide educational experiences that enable students to excel academically and to be civically engaged.***

<b>Achievement Indicator</b>	<b>Staff</b>	<b>Target Completion Date</b>	<b>Evidence of Accomplishment, Outcomes, and Improvement</b>	<b>Status as of 8/31/2004</b>
<b>1.1</b> Design and implement a process to assure successful SACS accreditation.	<b>Hardy</b> , Wormald, Sheppard	8/31/2004	<b>1.1.1</b> Complete compliance statements affecting CEWD. <b>1.1.2</b> Assist in preparation for site visit.	<b>1.1.1.1.</b> <b>1.1.2.1.</b>
<b>1.2</b> Integrate and expand opportunities for students to excel academically and to be civically engaged.	<b>Hardy</b> , Sheppard, Greenwell, Merritt, Langford	3/31/2004	<b>1.2.1.</b> Develop CE and SBDC Intern Program that would serve the dual purpose of providing work-experience and service to the community	<b>1.2.1.1.</b>

***Goal 2. Develop a systematic process that integrates academic, student development, technology, facilities, administrative services, and budget planning.***

<b>Achievement Indicator</b>	<b>Staff</b>	<b>Target Completion Date</b>	<b>Evidence of Accomplishment, Outcomes, and Improvement</b>	<b>Status as of 8/31/2004</b>
<b>2.1.</b> Create a holistic (systematic) approach to defining and meeting student and community needs.	<b>Hardy</b> , Sheppard, Greenwell, Merritt, ACS	5/31/2004	<b>2.1.1.</b> Create and implement online Certified Class Roll. <b>2.1.2.</b> Explore feasibility of upgrading SchedWare DB to SQL to allow integration with BANNER.	<b>2.1.1.1.</b> <b>2.1.2.1.</b>
<b>2.2.</b> Utilize demographic trends and survey material to predict the most desirable location and use of facilities to accommodate student and community needs.	<b>Hardy</b> , Sheppard, Greenwell, Merritt	5/31/2004	<b>2.2.1.</b> Develop new CE programs and offer programs throughout the district's service area.	<b>2.2.1.1.</b>

***Goal 3. Meet the State challenge of broadening access to educational opportunities and support services for all student populations.***

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<b>3.1.</b> Create and expand creative entry/exit points for students to enter the educational continuum.	<b>Hardy</b> , Sheppard, Greenwell, Merritt, Upton, Langford, Wormald	8 /31/2004	<b>3.1.1.</b> Explore feasibility of developing a Transition Workforce Certificate to provide workforce skills for special needs population <b>3.1.2.</b> Initiate a process for tracking success rate of certificates and test prep classes <b>3.1.3.</b> Explore feasibility of offering more CE open enrollment classes using wireless equipment <b>3.1.4.</b> Increase the number of continuing education courses delivered online. <b>3.1.5.</b> Explore feasibility of developing a Entrepreneur Fast Track Training/Consulting Program for workers in transition.	<b>3.1.1.1.</b>  <b>3.1.2.1.</b>  <b>3.1.3.1.</b>  <b>3.1.4.1.</b>  <b>3.1.5.1.</b>

***Goal 4. Elevate the community’s awareness of CCCCD’s academic, economic, cultural, and social impact to the community.***

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<b>4.1</b> Define and implement an effective marketing plan that promotes CCCCD’s impact and contributions to the community.	<b>Hardy</b> , Sheppard, Greenwell, Merritt, Upton, Wormald, Capshaw	8/31/2004	<b>4.1.1.</b> Conduct demographic analysis to determine make-up of CE and BSG clients <b>4.1.2</b> Conduct competitive analysis of primary CE competitors <b>4.1.3</b> Review CE marketing and operations strategies <b>4.1.4.</b> Develop “pairings” of soft skills and technical classes that would create a learning synergy that would be more marketable <b>4.1.5.</b> Modify CE web pages to display up selling information <b>4.1.6.</b> Request modification to Multiview to display up selling information <b>4.1.7.</b> Develop training plan for ARO to be able to more effectively sell CE and BSG training and courses <b>4.1.8.</b> Explore quarterly electronic BSG newsletter <b>4.1.9.</b> Revise and update BSG marketing materials	<b>4.1.1.1.</b>  <b>4.1.2.1.</b>  <b>4.1.3.1.</b>  <b>4.1.4.1.</b>  <b>4.1.5.1.</b>  <b>4.1.6.1.</b>  <b>4.1.7.1.</b>  <b>4.1.8.1.</b> <b>4.1.9.1.</b>
<b>4.2</b> Enhance training and services that contribute to the community’s economic strengths.	<b>Hardy</b> , Sheppard, Greenwell, Merritt, Upton, Wormald, Wilkins	5/31/2004	<b>4.2.1</b> Develop off-site learning centers. <b>4.2.2</b> Increase the number of training hours provided to the business community.	<b>4.2.1.1.</b> <b>4.2.2.1.</b>

***Goal 5. Maximize the development and use of CCCCD's human, technological, and capital resources to sustain and strengthen academic and financial vitality.***

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<b>5.1</b> Strengthen the process of attracting and maintaining district employees with appropriate credentials and experience.	<b>Hardy</b> , Sheppard, Wormald, Greenwell, Merritt	3/31/2004	<b>5.1.1</b> Develop new recruiting screening, and selection methods to ensure the highest quality faculty and staff. <b>5.1.2</b> Increase opportunities for faculty professional development for instructional methodologies. <b>5.1.3</b> Increase opportunities for staff and administrators to participate in professional development.	<b>5.1.1.1.</b>  <b>5.1.2.1.</b>  <b>5.1.3.1.</b>
<b>5.2</b> Access external funding sources that support CCCCD's mission.	<b>Hardy</b> , Wilkins, Sheppard, Wormald, Capshaw	8/31/2004	<b>5.2.1</b> Increase the number of grants applied for and received by the District in conjunction with other college and community partners.	<b>5.2.1.1.</b>