

**FY2001-FY2003 Strategic Goals and FY2001 Objectives
Collin County Community College District
Year-End Status Report**

Goal 1. Elevate CCCCD to the echelon of world-class education.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
1.1. Develop an Honors Institute.	Kappus , Mizell, Honors Advisory Council	1.1.1. Existence of Honors Institute	1.1.1.1. Honors Institute opened in Fall 2000 with 218 students enrolled in 17 course sections. 1.1.1.2. Kay Mizell was named Director. 1.1.1.3. Honors Advisory Council formed. 1.1.1.4. Brochure has been published.
1.2. Develop a Center for Advanced Studies in Mathematics and Natural Sciences (CASMNS).	Kappus , Starnes, Rich, CASMNS Advisory Group	1.2.1. Existence of CASMNS	1.2.1.1. CASMNS opened in Fall 2000 with 69 students enrolled in four courses. A total of 28 students enrolled in CASMNS courses in Spring 2001. 1.2.1.2. Nelson Rich was named Director. 1.2.1.3. Advisory group formed and has met throughout the year.
		1.2.2. CASMNS courses offered.	1.2.2.1. Exclusive biology, chemistry, physics, and math sections for CASMNS students began in Fall 2000.
1.3. Develop concurrent admissions agreements with four-year institutions.	Kappus , Articulation & Transfer, Newman, Academic Deans	1.3.1. Three concurrent admissions agreements.	1.3.1.1. Concurrent Admissions Agreements signed with UNT and UTD. 1.3.1.2. A third agreement is in negotiation.
1.4. Create greater awareness of CCCCD's programs by developing and implementing a comprehensive marketing plan.	Jenkins , Public Relations, Swanson, Hardy, Andre, Faculty, Instructional Administration, All College Council	1.4.1. Phase one of a marketing plan for review by constituency groups for implementation during fall 2001.	1.4.1.1. New advertising campaign developed. 1.4.1.2. Ads on 96 movie theater screens in December, May, and August. 1.4.1.3. Distribution strategy for mailing class schedules was changed resulting in cost efficiency and enrollment growth. 1.4.1.4. A new publication, <i>The Community Newsletter</i> , was mailed to 140,000 households in January. Second issue will be mailed in August. 1.4.1.5. PAC has reviewed FY2002 marketing plan.

Goal 2. Develop a model teaching and learning environment.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
2.1. Establish a Teaching/Learning Center (T/LC) to ensure high-quality instruction and learning assessment.	Kappus , Council on Excellence, Michael Bell, Mullin	<p>2.1.1. Existence of Technology Learning Center component of T/LC.</p> <p>2.1.2. Existence of a second component of T/LC.</p>	<p>2.1.1.1. Technology Learning Centers opened at PRC and SCC.</p> <p>2.1.1.2. John Mullin was named Director.</p> <p>2.1.1.3. An advisory group formed and is currently functioning.</p> <p>2.1.1.4. Interns were hired.</p> <p>2.1.1.5. Fifty faculty training projects completed from 01/08/2000 to 03/31/2001. Faculty have been taught to create instructional web sites and online classes and to use WebCT, Flash, PowerPoint, FrontPage, HTML, Adobe Acrobat, Dreamweaver, Photoshop, SoundForge, OCR text, scanned images, online discussion forums, CD-RW, and digitized video.</p> <p>2.1.2.1. Online course teacher training for faculty informally offered on one-on-one basis. Certification beginning Fall, 2001.</p>
2.2. Expand distance learning course offerings.	Kappus , Academic Deans, Michael Bell	2.2.1. Increase in the number of one or more of the following: (a) online courses, (b) interactive TV courses, or (c) telecourses.	<p>2.2.1.1. First five-week online courses scheduled for Summer 2001.</p> <p>2.2.1.2. Distance Education Plan produced by LRC.</p> <p>2.2.1.3. Increase in online course offerings from 9 to 52 in Spring 2001.</p>
2.3. Create new interactive self-paced instructional delivery modalities.	Kappus , Starnes, Austin, Mitchell Smith	<p>2.3.1. Multi-year plan written.</p> <p>2.3.2. Pilot courses offered and/or implementation of new modalities.</p>	<p>2.3.1.1. Plan developed for Developmental and credit Math.</p> <p>2.3.1.2. New self-paced Developmental Math courses (0300, 0302, 0305, 0310) were offered during Summer 2001. The same courses will be offered in online self-paced format during Fall 2001. Math 0310 and 1314 will be offered in <i>additional</i> self-paced format during Fall 2001.</p>
2.4. Increase participation of associate faculty on CCCCD committees, task forces, and activities.	Kappus , Newman, Parcels, Rodgers, All College Council	2.4.1. Increase in number of associate faculty on task forces, committees, and other activities compared to start date.	<p>2.4.1.1. Task Force for Associate Faculty established to increase involvement of associate faculty. First meeting scheduled for 04/2001.</p> <p>2.4.1.2. Associate faculty representatives now attend PAC and All College Council meetings.</p> <p>2.4.1.3. Associate faculty members now invited to academic division meetings and All College Day.</p>
2.5. Develop and implement a District-wide master plan to enhance CCCCD's physical infrastructure in anticipation of student and community needs.	Leadership Team , PAC, ACC, Faculty Senate	2.5.1. Development of facilities master plan completed.	2.5.1.1. Facilities master plan in the final stages of development. Scheduled for presentation to Trustees in 07/2001.

Goal 3. Expand, enhance, and promote mutually beneficial relationships with business, industry, government and education.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
<p>3.1. Expand professional and workforce development courses and offer programs throughout the District's service area.</p>	<p>Jenkins, Hardy, Sheppard, Wormald, Piet, Humphreys, Wilkins, Rose, Provosts</p>	<p>3.1.1. Increases in numbers of courses and locations.</p> <p>3.1.2. Quarterly reports submitted to Leadership Team.</p> <p>3.1.3. Technical/Computer Training Program developed for Farmersville.</p>	<p>3.1.1.1. Overall contact hours and duplicated headcount are up by about 6% and net revenue in CEWD is up by approximately 7% through the third quarter. The following actions have been taken. (a) ISO 9000, ISO 14000, and OSHA training now offered through partnership with OMNI-TECH. (b) Food handler certification and food protection management re-certification were added. (c) CE classes now offered at PRC, CCCCD@Allen, Rockwall, and PWSH. (d) Enrollment for online courses offered through Education 2GO is up 32% over FY2000 and revenues are up 26%. (e) Web registration option developed for Spring 2001. (f) New Horizons Computer Learning Centers agreement signed and four classes scheduled. (g) CPE courses for teachers added for Summer 2001. (h) ISO 9000 training available online in Summer 2001 through partnership with Gladhill Associates.</p> <p>3.1.2.1. Initial reports will be submitted to the Leadership Team in August.</p> <p>3.1.3.1. Hardy and Sheppard met with Farmersville Superintendent regarding Fall 2001 classes. A basic introductory computer series will be offered, including introductions to microcomputers, Windows, and Word.</p>

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<p>3.2. Increase the number of training contracts with businesses, industries and government agencies.</p>	<p>Jenkins, Wormald, Piet, Humphreys, Tinsley</p>	<p>3.2.1. Increases in numbers of businesses served, courses offered, and revenues.</p> <p>3.2.2. Monthly reports generated.</p> <p>3.2.3. Skills Development Grant fully implemented.</p>	<p>3.2.1.1. Revenues (non-grant contract training at \$181,788 through 6/30/01 compared to non-grant contract training of \$150,840 through 6/30/00) are up 20%. The following actions have been taken. (a) Business Solutions Group was formed and Account Executive positions were added. (b) Training agreements have been signed with 27 new companies in Allen, McKinney, Plano, Richardson, Wylie, Dallas, Carrollton, and Irving.</p> <p>3.2.2.1. Monthly reports now submitted to the EVP. They include month-to-month comparisons of contract training revenue, summaries broken out by private industry contracts, training associated with grant funding, and courses broken out by client.</p> <p>3.2.3.1. Assigned responsibility for implementation of the Skills Development Grant in 12/2000. Working with 14 companies.</p> <p>3.2.3.2. Marie Piet named as Grant Coordinator and Grant Assistant hired.</p> <p>3.2.3.3. First employees began enrolling in existing classes in 01/2001.</p> <p>3.2.3.4. A total of 1,926 students have been trained generating 18,016 contact hours and \$227,684.</p>
<p>3.3. Implement a systematic process to improve needs assessment and evaluation in professional and workforce training.</p>	<p>Jenkins, Wormald, Piet, Humphreys, Sheppard, Greenwall, Merritt, Hardy</p>	<p>3.3.1. New process developed, analyzed, and evaluated.</p> <p>3.3.2. Report generated on amount of external funding received.</p>	<p>3.3.1.1. Student evaluation form was revised to gather additional student feedback.</p> <p>3.3.1.2. Potential clients can now submit online requests for new classes.</p> <p>3.3.1.3. Industry needs are solicited directly from businesses and through chamber and EDC contacts.</p> <p>3.3.1.4. The Business Solutions Group web site became operational in June.</p> <p>3.3.1.5. Business Solutions Group account executives are participating in one or more Chamber of Commerce activities.</p> <p>3.3.2.1. Reports will be submitted to the Leadership Team in August.</p>

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
<p>3.4. Increase financial contributions to CCCCD from business, industry, government and community partners.</p>	<p>Roman, Newsom, Newman, Rodgers, Parcels, Hardy, Wormald</p>	<p>3.4.1. Fifty percent increase in financial contributions from businesses, industry, government and community partners.</p>	<p>3.4.1.1. Through 03/31/2001, revenues from special events increased more than 100% over the entire FY2000. So far, during FY2001, CCCCD Foundation received over \$100,000 from two special events (Women’s Conference and An Evening of Monopoly). During FY2000, special events generated less than \$50,000.</p> <p>3.4.1.2. Through 03/31/2001, gifting from individuals has increased more than 120% over the entire FY2000. During FY2001, gifting from individuals has generated over \$325,000. During all of FY2000, individual gifting generated \$140,000.</p>
<p>3.5. Expand the Teacher Certification Program by identifying external funding sources and developing grant applications to support curriculum development and course delivery options.</p>	<p>Jenkins, Kihl, Pierce</p>	<p>3.5.1. Increase in number of grant applications.</p>	<p>3.5.1.1. Two grant applications were submitted during FY2000 to (a) the THECB awarded Carl Perkins grant totaling \$107,140 for FY2001 and (b) a \$234,000 grant was awarded to CCCCD by the U.S. Department of Labor over the next two years for Teacher Certification Program.</p> <p>3.5.1.2. The U.S. Department of Education “Preparing Tomorrow’s Teachers in Technology” (PT3) grant was funded in July 2001 in the amount of \$184,000 for the first year of a potential three-year grant.</p> <p>3.5.1.3. Three other grant applications have been submitted thus far during FY2001 to (a) SBEC, (b) the Meadows Foundation, and (c) the Intel Foundation.</p>

Goal 4. Improve student achievement.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
4.1. Conduct workshops for advisors and counselors and evaluate current testing and assessment practices to improve course placement.	McRae, Kappus, Austin, Mitchell Smith, N. Johnson, Mike Smith, Starnes	4.1.1. Workshops conducted. 4.1.2. Evaluation of testing and assessment practices completed. 4.1.3. Recommendations forwarded. 4.1.4. Pilots implemented.	4.1.1.1. New part-time advisors have been trained in current testing and assessment practices. 4.1.2.1. Not accomplished. Study is being designed for Fall 2001. 4.1.3.1. Not accomplished. 4.1.4.1. Not accomplished.
4.2. Improve data collection and dissemination on student performance at CCCCD, at transfer colleges and in the workplace.	Kappus, Martin, Kramer, Goel, Palmer	4.2.1. Increase in number and quality of annual reports produced summarizing CCCCD student performance at transfer colleges and in the workplace, compared to September 2000.	4.2.1.1. A Preliminary Retention Report was disseminated to deans in Fall 2000 and one for Spring 2001 is scheduled for disseminated in 04/2001. 4.2.1.2. Preliminary design completed for two reports to be produced and disseminated using CCCCD's new Brio software. (a) One report will be produced each fall for each instructional program and division showing three-year patterns for graduates, transfer of former students, employment of former students, and enrollment. (b) The other report will be an on-demand version of CCCCD's retention report. 4.2.1.3. Goel received access to Brio system on 7/24/2001 and has begun development of report 4.2.1.2.(a). Kramer has completed development of report 4.2.1.2.(b).
4.3. Review and adopt new procedures and practices to improve the progression of students through developmental studies.	Kappus, Austin, Developmental Education Faculty	4.3.1. Written review produced.	4.3.1.1. Plan for data gathering was formulated and data gathering was completed. Articulation and Transfer submitted draft report.
		4.3.2. Written plan produced.	4.3.2.1. Plan formed for multiple avenue offerings for Developmental Math, including self paced modalities for course completion.
		4.3.3. Plan pilot tested.	4.3.3.1. Self-paced developmental Math courses (0300, 0302, 0305, and 0310) were offered during Spring 2001. Other self-paced avenues will be offered during Fall 2001.
4.4. Provide improved information and training for secondary school personnel and students about college programs, requirements, and expectations.	Jenkins, Kappus, Swanson, Wilkins, Rose, Andre, N. Johnson, Starnes	4.4.1. Distribution lists expanded to include principals, assistant principals, superintendents, assistant superintendents, and other high school personnel.	4.4.1.1. All distribution lists have updated. Principals, assistant principals, superintendents, and assistant superintendents now receive correspondence from the Community Relations Department. 4.4.1.2. Revisions made to the "Counselor Clarion" newsletter to include more information on CCCCD academic programs.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
4.5. Establish a Student Leadership Academy.	McRae, Newman, Hodge, Kessel, P. Brown, Doan, St. John, Money, Elliott	4.5.1. Initial Student Leadership Academy graduation.	<p>4.5.1.1. Group established to develop CCCCD's first Student Leadership Academy. The group consists of administrators, faculty members, and a student representative.</p> <p>4.5.1.2. Internet research has been conducted examining higher education leadership institutes and leadership ethics programs.</p> <p>4.5.1.3. Community Advisory Committee formed and first meeting held in June.</p> <p>4.5.1.4. Curriculum is under development.</p>

Goal 5. Develop an exemplary information technology infrastructure that is responsive to the instructional and administrative needs of the District.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
5.1. Review response time of support staff in addressing CCCCD's information technology needs and increase the range of support staff capabilities.	Hall, Hoyt, Ammons, Farr, Boring	5.1.1. "HEAT" software generates data that can be used to evaluate response times of Academic Computing Services technicians and Help Desk personnel.	5.1.1.1. "HEAT" software purchased to track all service requests. Became operational in 01/2001. 5.1.1.2. Data are being collected to assess response times. Analysis of response times will be conducted after LAN upgrades have been completed. 5.1.1.3. Initial evaluation of Academic Computing Services technician response times has begun.
5.2. Develop a high-speed wide area network (WAN).	Hall, Hoyt, Boring, Baltzer, Media Services, Michael Bell	5.2.1. Installation and implementation of District-wide fiber optic WAN to all campuses completed.	5.2.1.1. Bids were opened on 03/23/2001 for development of WAN. 5.2.1.2. Negotiations for pole attachment agreement with TXU were finalized on 07/26. 5.2.1.3. Optical fiber cable scheduled for delivery on 07/31.
5.3. Develop reliable local area networks (LAN) and broadband Internet access.	Hall, Hoyt, Boring, Ammons, Baltzer, Mullin	5.3.1. LAN upgraded to 100 Mbps to each desktop at all campuses. 5.3.2. Network reliability evaluated via available software.	5.3.1.1. CYC and PRC LANs have been replaced with Cisco gigabit ethernet backbones and provide 100 Mbps to desktops. Installation of similar equipment is 50% complete at SCC. Installation of similar equipment is schedule to begin at CPC on 08/01. Installation at SCC and CPC is scheduled for completion by 08/31/2001. 5.3.2.1. Network reliability testing is scheduled for after LAN upgrades have been completed.
5.4. Develop online continuing education course registration processes and increase online credit registration utilization.	McRae, Meinhardt, P. Browning, N. Johnson (for credit courses)	5.4.1. Increase in percentage of credit students who register using WebLine.	5.4.1.1. WebLine registration (for credit students only) increased by 7% from Fall 2000 to Spring 2001. 5.4.1.2. Thirty percent of students used Web registration for summer. 5.4.1.3. Creative marketing for Web registration developed summer 2001.
	Jenkins, Sheppard, Public Relations, Hardy, Meinhardt, P. Browning, Michelle Wilson (for noncredit courses)	5.4.2. New Web pages developed to allow noncredit students to e-mail registration. 5.4.3. Continuing Education Web site completely reformatted.	5.4.2.1. CE Web-based registration system was developed, tested, and implemented for Spring 2001. 290 students registered via the Web as of 03/01/2001. 5.4.3.1. CE Web site was completely redesigned to include information on how to register on the Web, how to register for online courses, course descriptions, contact information, and FAQs.

Objective	Staff	Milestones	Outcomes and Improvements as of 7/31/2001
<p>5.5. Expand opportunities for access to information and e-commerce.</p>	<p>Jenkins, McRae, Hardy, Langford, Sheppard, Meinhardt, P. Browning, Hoyt, Ammons</p>	<p>5.5.1. “Up selling” opportunities provided on CE Web site for those who register for one course in a series of courses.</p> <p>5.5.2. Online book purchasing for CE students studied.</p> <p>5.5.3. Increased options for online courses for Continuing Education students and SBDC clients.</p> <p>5.5.4. Increase use of CCCCD online information, services, and programs by students, staff, faculty, and community users.</p>	<p>5.5.1.1. Not accomplished.</p> <p>5.5.2.1. New CE database has been created and contains information about textbooks associated with specific courses. Online book purchasing can now be pursued.</p> <p>5.5.3.1. Online ISO 9000 training available in Summer 2001 through partnership with Gladhill Associates.</p> <p>5.5.4.1. Online textbook purchase system initiated for credit courses.</p> <p>5.5.4.2. WebLine registration (for credit students only) increased by 7% from Fall 2000 to Spring 2001.</p> <p>5.5.4.3. Online training is now available for student assistants.</p> <p>5.5.4.4. Online student discipline incident reports have been developed and have been used by faculty.</p> <p>5.5.4.5. “OASIS” training for faculty is ongoing. Ninety-one percent of all course sections’ grades were submitted via OASIS for Spring 2001. Ninety-nine percent of all sections’ grades were submitted via OASIS for Summer I.</p>