Santa Ana College 2014-2016 Strategic Plan Update (Winter/Spring 2014)

Principles for effective practices

A strong start; Clear, coherent pathways; Integrated support; High expectations & high support; Intensive & early student engagement; Design for scale; Professional development

The purpose of our strategic plan is to provide a guiding framework for the overarching goals of the college into which the substantial work undertaken by every member of the SAC community in support of student access, learning, and completion fits. Overall metrics are referenced with supporting data available in strategic planning documents at division, program, and governance levels throughout SAC. The theory of change informing this plan is that if we organize our assets with great care and align structures and processes intentionally to what matters most, we will be able to maximize student achievement in ways that are measurable and mission-central. All goals will be measured annually unless otherwise noted and are linked to Santa Ana College's Vision Themes.

Strategic Plan Area I: STUDENT ACHIEVEMENT

Broad Goals	Measurable Objectives	Strategies for Action	Lead(s)	Progress on Goals
College Access (Vision Themes I, IV & VI, Student Achievement, Community, & New American Community)	1. 50% of all feeder school graduates (including SCE) will attend SAC & the college will exceed its enrollment goals. 2. Related Equity Goal: The percent of enrolled students equals the percent of that group's representation in SAC's service area	 Activate a comprehensive community outreach initiative encompassing high schools, community venues, and adult learners. Expand financial aid and scholarship support to new/continuing students at SAC. 	Student Success (VPSS)	 Feeder School Attendance: In 2012 30% attended SAC. In 2013,35%. In 2013-2014 40% of SAUSD students matriculated to SAC, and we are on track to increase further in 14-15. Also, a new comprehensive Higher Education Center opened in the Main Library in Santa Ana in May 2014. Financial Aid Awards: In 2007-2008 12,714 students were awarded \$16,552,471 in grant aid. In 2012-2013 that grew to 18,444 students and \$37,225,284, a 69% participant increase and a 44% funding increase. SAC Scholarships: In 2012, 530 scholarships totaling \$309,677 were awarded. In 2013, 824 scholarships totaling \$343,140 were awarded, a 64% increase in scholarships & a \$33,463 increase in awarded funds. Equity Update: SAC's service area in comparison to enrollment: Group Service Area % % @ SAC Goal White 15% 14% +1% Latino 71% 64% +7% Asian 11% 11% Maintain AA 1% Waintain

Successful Course Completion (Vision Theme I, Student Achievement)	1. 71% of SAC students will successfully complete their courses by 2015-16. Increase noncredit course completion in ABE, ESL, High School Subjects, and CTE by 20% by 2016. 2. Related Equity Goal: Definition=The ratio of	1. Provide all students with orientation services and an educational plan (O'Banion #2). 2. Expand course sections in English and math to give more students these critical courses early in their college experience. 3. Improve college-wide Early Alert system for students linked to strategies for getting back on track (O'Banion #5) 4. Offer adequate co-curricular learning resources to support student learning and success (in & beyond the classroom). • Offer PD on NC grading standards • Provide student support services that lead to completion	Student Success (also BSI, TLC, SACTAC) All VP's	number The SS campus Initial m Baselin e/Goals 2012 2013 2014 2015 NC Measure	r grew to SSP Plan s. heasures a Hours avail/ students using Math Center	incoming fraction fra	Hours avail/students using Library	Totals	entation. This Hours available/ ststudents using Computer Labs 5,686 by 2016.
	the number of credit courses that students (by population group) complete compared to the number of courses in which students in that group are enrolled in at census.	lead to completion		Group White Latino Asian AA SSSC is 2015 Goal	ress Upda	te: Fall 2013 #/% credit (@ census Pending With A&R + Nga the		57.4% 41.3% 66.1% 45.9% data sourc	e s will shrink.
Persistence (Vision Theme	90% of SAC degree- seeking students will	Note: Strategies above also apply to persistence.	Student Success	1. For	the 2011- available i			<u> </u>	2012-13 data will

I, Student Achievement)	persist to a 2 nd semester of study & 80% will persist to a 3 rd semester. Related Equity Goal: Students will persist from semester to semester to semester in the same ratio that degreeseeking students from that group are enrolled.	1. Every student will make a significant connection with another person at the college as soon as possible (O'Banion 1). 2. ID persistence gaps by ethnicity and develop college-wide & programspecific equity-minded strategies to eliminate them.	(also BSI, TLC, SACTAC) All VP's	Group White Latino Asian AA SSSC is	pand model Adelante pro	#/% not persisting 21.4% 30.5% 26.3% 29.7% Data source
ESL & Basic Skills Completion (Vision Theme I, Student Achievement)	Successful course completion of ESL and Basic Skills courses will increase by 2% annually while losing the gaps by ethnicity between now and 2015. Integrate basic & technical skills with employability and workplace competencies, to address workforce needs for CTE students.	1. Innovative basic skill success strategies will be continued, expanding course acceleration and support services. 2. Work with math and English (reading & writing) to develop contextualized instruction/curriculum for CTE students.	Student Success (also C&I, BSI, TLC, more) All VP's VPAA, CTE Deans, Student Success (also C&I, BSI)	for ESL will	increase by 2% annually control of the control of t	for Math, 38.7% for English, and 25.2% ollege-wide through 2016. earning activities to enhance student

	Related Equity Goal:			Data from S	SSSC 2014 Update for 2012	-2013 cohort
	Definition=The ratio of			Group	#/% completing a	#/% who complete such a
	the number of students				degree applicable	final course w/out starting in
	by population group who				course after taking an	basic skills
	complete a degree-				ESL/basic skills course	
	applicable course after			White	ESL=0%	ESL=
	completing the final ESL				ENG=19.4%	ENG=
	or basic skills course				MATH=N/A	MATH=
	compared to the number			Latino	ESL=1.1%	ESL=
	that group who complete				ENG=25.1%	ENG=
	such a final course.				MATH=N/A	MATH=
				Asian	ESL=14.1%	ESL=
				/\sidn	ENG=43.9%	ENG=
					MATH=N/A	MATH=
			· ·	AA	ESL=N/A	Data under development
					ENG=11.1%	Data ander development
					Math=N/A	
				SSSC is	The	Data source
						e reflected in the annual SSSC
				updates.		
	Have a college degree or	Note: All strategies above				
Degree &	certificate in every home	also support completion.	Student	1. Col	hort data indicates that 499	% of students seeking a credential
Certificate	in Santa Ana while	Develop a Degree Audit	Success	ear	rned one, with a16% gap fo	r Latinos and an 11% gap for African
Completion	eliminating attainment	system to improve tracking	(also C&I,	Am	nericans (compared to Caud	casians). 1,777, or 63% more
(Vision Theme	gaps by ethnicity by	and pathway interventions.	BSI, TLC,	cre	edentials (of the 2011-12 ba	seline of 2801) need to be attained
i, Student	2025.		and more)	anr	nually at SAC to achieve a c	ollege degree in every home by
Achievement)			ALL VP's	202		
,	Increase High School	Expand High School				e years indicates that progress has
	Diploma completion 25%	Diploma and CDCP		bee	en made in this areas as fol	lows:
	by 2016.	educational planning and			a. Detail here	
		course offerings at				
	Increase Career	locations throughout Santa		 Progres 	ss details needed here.	
	Development & College	Ana to increase				
	Preparation (CDCP) state	completions.				students' placement scores and
	approved non-credit					e been expanded by 25% for new
	certificates 25% by 2016.			freshm	an.	
Transferand		Project the number of				
Transfer and				<u> </u>		

Program	Develop class	classes needed and length	All VP's				
Completion	schedules to increase	of time for students to		Equity Pro	gress Update:		
Increase	credit and non-credit	progress through classes	Instructiona	Group	#/% with	#/% degr	ree & certificate completions
enrollment in	program pathway	that lead to completion of	l Deans		informed goal		·
academic	course to course	transfer, CTE, and basic skill		White	MIS	57.4%	
credit and pre-	completion rates.	pathways.	Department	Latino	data	41.3%	
requisite basic			Chairs	Asian	under	66.1%	
skill courses to	Develop Associate	Identify, develop and/or		AA	development	45.9%	
foster	Degrees for Transfer	revise courses to include in		SSS is	the	data sour	rce
retention and	(ADT's), and CTE	ADT, CTE pathway		2015 Goa	l: Reduce equity ga	ps in compl	letion by 5%.
completion.	certificates and	programs, basic skill and					·
Completion	degrees to meet	pre-requisite courses.					
(Vision Themes	student needs.			Progress of	data needed here.		
I & III, Student	0 1 1 1 1 0 1		Allayor				
Achievement	Related Equity Goal	Prioritize actions that	All VP's		ogress Update:		,
and	(completion): Definition: The ratio of	address the most significant	Academic Senate	Group	# /%		#/%
Innovation)	the number of students	gaps in terms of their overall impact on	College		completing a min.		transferring within 6 years
imiovacioni	by group who receive a	completion, such as	College		units & attempted	d transfer	
	degree/certificate to the	expanding the programs	Student		Eng/math		
	number of students in	and strategies that have	Success	White	MIS		Pending
	that group with the same	proven their capacity for	Committee	Latino	data		From
	informed goal	equalizing outcomes across	Committee	Asian	under		Nga
	documented in their	groups.		AA	development		
	counselor-supported	8.5.4		Total			
	education plan.			2015 Goa	l: Reduce transfer e	equity gaps	by 5%.
			Student				
	Related Equity Goal		Success				
	(Transfer):		(also C&I,				
	Definition: The ratio of		TLC)				
	the number of students						
	by group who complete a						
	minimum of 12 units &						
	attempted a transfer		ALL VP's				
	level English or math						
	course to the number						
	who transfer within 6 yrs.						
	Increase the number of	Expand the SCE		<u>Progr</u>	ress measures need	<u>led.</u>	
	Continuing Education	matriculation process to	Student				

	High School graduates that transition from non-credit to credit by 20% each year.	include transition to college planning. Provide professional development about the process for transitioning from SCE to credit to all SCE faculty & staff. Implement case-based outreach to potential SCE	Success (also C&I, BSI, TLC an more) ALL VP's	
		grads (HS subjects students with less than 20 credits remaining) to facilitate completion/college-going.		
	Increase the number of students who transition from non-credit to credit for CTE certificates by 50% by 2016.	Hold CR/NC dialogues between math, ESL, English and CTE faculty. Refresh formal academic transition through curriculum committees for both School of Continuing Education and credit. Create joint (SCE+SAC) faculty teams to explore what is needed to elevate the exit level in math for adult high school diploma programs to Algebra.	Student Success ALL VP's	Progress measures needed
Workforce Development (Vision Theme	Develop and enhance CTE programs to support regional	Launch and update CTE programs to meet regional employer needs.	VPAA, CTE Deans, CTE Faculty,	 New and updated CTE courses and programs submitted to CIC SAC CTE programs that are accredited by industry associations has grown (details for these bullets are still under development)

V, Workforce Development)	workforce needs as the primary local source of skilled labor.	2.	Maintain and enhance CTE programs to meet industry and accreditation/licensing body standards.	CIC, WFDC & Advisory Committee s		
Excellence in Teaching & Learning (Vision Themes I & III, Student Achievement and Innovation)	Ensure that faculty and staff at SAC have access to student success-centered professional development.	3.4.5.	Update current PD inventory. Identify critical gaps & address as possible. Establish a leadership structure for SAC PD.	SAC Cabinet	•	President convened staff development study team and will continue to shape a structure for coordinating and expanding offerings college-wide. A draft SAC PD framework has been established and distributed for comment and suggestions.

Strategic Plan Area II: Student Achievement Budget & Infrastructure (technology, fiscal, facilities)

Broad Goals	Measurable	Strategies for Action	Lead(s)	Progress on Goals
	Objectives			
Provide	1. Update Technology	-Convene workgroup	-VP SCE	-An update to the SAC Technology Plan was begun by SAC TAC in
technology	Plan. Plan will include	rooted in SACTAC to		2013/14.
infrastructure	hardware and software	update the tech plan.		-SAC TAC has been reorganized under the Planning & Budget
that promotes	standards and	-Fund tech plan top	-VP Admin	Committee to better align technology and fiscal resources.
effective	replacement criteria.	priorities, including TCO.	Services	-A dedicated technology fund was included and expended in the FY
instruction, and	The plan will identify	-Confirm classroom		13/14 budget, and is continued in the FY 14/15 tentative budget.
student	technology initiatives for the next three years. 2.	mediation standards & develop a plan for	-DIST ITS	-Developed a process in 13/14 to track SAC expenditures related to technology in Funds 11/12/13/79, and instructional equipment.
success.	A funding plan will be	brining all classrooms up		-FY 13/14 tech expenditures exceeded \$1,468,505.
(Vision Themes	included to support plan	to that standard by	-DIST ITS	
I, II, & III,	initiatives	2015-2016.		
Student	3. Mediate 80% of all			
Achievement,	classrooms by FY			
Use of	2015/16.			
Technology, and				
Innovation)				
,				

Increase	1. Maintain the college's	-Further integrate the	-President's	-FY 13/14, created a contingency reserve of 20% of ending balance
transfer,	fiscal stability in order to	planning and budgeting	Cabinet	funds to be used in times of campus emergency, including the need
progress/course	invest in student success	process in accordance		to increase FTES to meet targets.
completion an	by ending the fiscal year	with core college		-In FY 13/14, analyzed and revised the Resource Allocation Request
attainment of	with a 3% ending	mission and goals		process (RAR) to align institutional planning to fiscal resources.
certificates	balance	-Acquire and manage		Made improvements for FY 14/15 RAR planning.
(Vision Themes I		funding to support		-Training of management team members was provided on the RAR
& II, Student		student success		process in FY 13/14.
'		initiatives		-Purchased TracDat in FY 13/14 to support better integration and
Achievement &				reporting related to planning and budgetary resources.
Use of				
Technology)				

Strategic Plan Area III: Community Awareness and Engagement

Broad Goals	Measurable	Strategies for Action	Lead(s)	Progress on Goals
	Objectives			
Promote awareness of college programs and services (Vision Themes II, IV, & VI, Use of Technology, Community, & New American Community)	-College will establish marketing and outreach campaign to attract new students to the college - College information is available in multiple electronic formats that is accessible to the community -College presence in the community will expand.	-Community-based Higher Education Centers will be establishedA written marketing strategy that will include advertising, outreach and tracking will be developedParent community outreach efforts will be expanded Current college information is available through the web, mobile platforms and social networking sites.	-ALL VP's -SAC Management -DIST ITS	 One-Stop Higher Education Center was officially opened in May 2014. Parent outreach activities reached nearly 40,000 Santa Ana parents through partnership activities in the 2013-2014 academic year. A Partnership newsletter was established and is published quarterly on-line. It is also pushed out to an extensive list of community partners and stakeholders. SAC's Veteran's Resource Center expanded its community presence through outreach and collaboration with more than 10 veteran-centered community partners.

Implement the SAC Facilities Master Plan to deliver a physical facility that meets the current and future needs of our campus community. (Vision Themes I, II, & III, Student Achievement, Use of Technology, & Innovation)	-Implement the construction projects as identified in the 2014 Facilities Master Plan -Develop and implement a sustainability plan in accordance with the RSCCD Sustainability Committee	-Monitor progress, report regularly to the campus community -Identify opportunities at SAC to implement sustainable practices, with conservation of resources and a reduction in carbon footprint being focal points	-VP Admin Services, DIST Facilities	-SAC has updated the Facilities Master Plan in FY 13/14 -Building G project completed -Perimeter project contract completed -Current projects underway Planetarium/Temp. Village/Lot 11 expansion -Dunlap Hall upgrade to start June 9, 2014 -Central Plant design underway -Chavez forensic eval completed in 13/14 -Johnson Center programming completed, RFP out for architect services -Purchased lot on 17 th /Bristol, schematic design taking place -FY 13/14 developed a District-wide sustainability plan that has specific activities and goals for SAC
Internships: Provide on-the-	Enhance internship and work-based learning	Develop an internship program connecting CTE	VPAA, CTE Deans, WFDC,	Part-time internship coordinator hired Fall 2013 Successes include: Student Career Readiness Orientations:
job work	opportunities for CTE	and Work Experience	Internship	Student Interviews
experience	students.	Curriculum to student	Coordinator,	Student Placements:
(Vision Theme		placement in local	Work	
V, Workforce		companies.	Experiencee	
Development)			Faculty	

Strategic Plan Area IV: Innovation

Broad Goals	Measurable Objectives	Strategies for Action	Lead(s)	Progress on Goals
Enhance opportunities	Expand online programs and services	-Provide online academic planning resources for	-All VP's in partnership	• SAC has launched a complete on-line degree program that will debut in the 2014-2015 academic year.
for student	for students, faculty and	students	with faculty	SAC has developed a new on-line orientation for students that
access to non-	staff.	- Provide online orientation	and	will be available in association with the fall 2014 semester.
traditional instructional	2. Implement on-line Orientation.	for incoming students - Provide student	management leaders	
and student		registration services	-DIST ITS	
service		through a mobile		
delivery		application.		

methods (Vision Themes I, II, & III, Student Achievement, Use of Technology, & Innovation)		-Provide noncredit students access to webadvisor for registration & other services.		
Fostorio	2. Expand and improve the effectiveness of the Distance Education(DE) offerings as measured from baseline	- Provide staff development for all distance education instructors Expand DE instructional design resources.	-VP of Academic Affairs	Specific progress needs to be identified (Via VPAA & SAC Distance Ed Office) FV42/44 SLOG and SLOG were tied more directly to recovere.
Foster a culture of inquiry and innovation campus-wide to enhance student success (Vision Themes I, II, & III, Student Achievement, Use of Technology, & Innovation)	1. Maintain and further enhance student success as determined by student learning outcomes and service unit outcomes.	-Continue to integrate SLOs and SUOs into program planning/review processes college wide (TracDat)Develop and launch an office of institutional effectiveness.	-President's Cabinet	-FY 13/14, SLOs and SUOs were tied more directly to resource allocation by the RAR process, and analyzed and revised for the FY 14/15 budget development cycleIn late FY 13/14, TracDat was purchased and began implementation. This tool will aid in streamlining, organizing, and tying together the resource allocation request process and program SLO/SUOs for the institutionIn late FY 13/14, a funding plan was established that allows for the strategic funding of an Office of Institutional Effectiveness.
	2. Implement, assess and evaluate a comprehensive professional development program for faculty, staff, and management.	-Budget line item for Professional development activities.	-President's Cabinet -College Council	-In FY 13/14, a budget line item was included in the adopted budget at SAC earmarked for professional developmentA budget line item for professional development is included in the FY 14/15 tentative budget assumptions.

2. Improve efficiency of	-Develop automated	-VP Admin	-Admin Services worked with Dist Fiscal in FY 13/14 to develop cash
administrative processes.	systems for processing	Services	flow reporting for each individual department to track expenditures
	ongoing and regular	-DIST ITS	and budget performance.
	administrative functions.		-Training on the new cash flow reports was provided in FY 13/14 to
			division level support staff and the entire management team.

The mission of Santa Ana College is to be a leader and a partner in meeting the intellectual, cultural, technological and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers, and lifelong intellectual pursuits in a global community.

The Santa Ana College Vision Themes are: I. Student Achievement, II. Use of Technology, III. Innovation, IV. Community, V. Workforce Development, and VI. New American Community