Santa Ana College 2014-2016 Strategic Plan Update

Principles for effective practices

A strong start for students; Early and sustained student engagement, Clear & coherent pathways supported by continuous enrollment management; A comprehensive system of integrated supports for learning, Student success-centered professional development, Impact and equity mindedness

The purpose of our strategic plan is to provide a guiding framework for the overall 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.

Note: Related equity measures and strategies are further detailed in SAC's Student Equity Plan, which is currently under development.

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)	Financial support for students will increase. 50% of feeder school graduates will attend SAC & enrollment goals will be met. The SAC population will mirror the demography of its service area. Educational & community partners will support collegegoing with integrated strategies/measures.	Activate a comprehensive outreach initiative. Expand SCE student transition program efforts and curricular alignment between noncredit and credit. Increase financial aid and scholarship support to new/continuing students at SAC.	Cabinet Student Success (VPSS)	Financial Aid Awards: In 2007-08 12,714 students were awarded \$16,552,471 in grant aid. In 2012-13 that grew to 18,444 students & \$37,225,284, a 69% participant and a 44% funding increase. SAC Scholarships: In 2012, 530 awards totaling \$309,677 were made. In 2013, 824 scholarships totaling \$343,140 were awarded, a 64% increase in scholarships & \$33,463 in awarded funds. Feeder School Attendance: In 2012 30% attended SAC. In 2013,35%. In 2013-14, 40% of SAUSD students matriculated to SAC. 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. Integrated Strategic Plans are being updated for SAC and its segmental partners.

				SAC's s	service	area in co	mpariso	n to e	enrollmei	nt	
					Grou	p Servi %	ce Area	% SA		Goal	
					White	e 15%		14	l% ·	+1%	
					Latin	o 71%		64	l%	+ 7%	
					Asiar			11		Maint	ain
					AA	1%		2%	6	Maint	ain
Successful Course Completion	73% of SAC students will successfully complete their courses	Provide all incoming students with orientation & an educational plan.	Student Success (also BSI,	SAC Course	•	2012-13 (actuals)	2013-1 (analys	sis	2014-19 (schoo underw	l yr	2015-16 (future)
(Vision Theme	by 2015-16, while achievement gaps	2. Expand high demand course sections	TLC, SACTAC) All VP's	Overal Percen	l	67%	69%	-9/	71%	<i>)</i>	73%
I, Student Achievement)	between groups are reduced.	(English, math, gen ed) to give more students	All VPS	White		57.4%	62%		67%		73%
, torno vornonty	Toduccu.	critical courses early in		Latino		41.3%	51%		61%		73%
	Increase noncredit	college. 3. Improve Early Alert system for students.		Asian African America		66.1%	68.5%		71%		73%
	course completion in ABE, ESL, High					45.9%	53%		63%		73%
	School Subjects, and CTE by 20% by 2016.	4. Offer adequate co- curricular learning resources within & beyond the classroom.		*RSCCI		fall/spring)	Noncred	dit Co	ourse Co	nplet	tions
		5. Expand SCE efforts to ensure noncredit students have pathways					oleted	Sati	sfactory gress), F, NP
		& completion-centered		ABE			45%		54		1%
		services.		ESL			42%		53		6%
		6. Offer professional		HS SU			57%		33		10%
		development on NC		VOCAT	ΓΙΟΝΑΙ	_	28%		67	%	6%
				NC Measure In 2012 grew to 3 intervent	sures: 70% of 75% in tion on swho re		28% ne of 13,0 eshman i SSSP Pla d we expe	receiv an is e ect the	67 ill increas red orient expanding e number	% e to 1 ation. the s	69 15,686 b This nu scope of coming

Persistence (Vision Theme I, Student Achievement)	80% of SAC degree-seeking students will persist to a 2 nd semester of study & 70% will persist to a 3 rd semester, while shrinking achievement gaps between groups.	Note: Strategies above also apply to persistence. Students will make a significant connection with another person at the college as soon as possible. Develop strategies to minimize persistence gaps by ethnicity.	Student Success (also BSI, TLC, SACTAC) All VP's	Adelante, whas shown These stra planning the efforts. Student co Satisfaction	which is prese significant im tegies are bein trough 3SP and the significant important the survey in the significant in survey in the significant	significant studently serving alreprovements in a scaled as part of Student Equivalent by the scaled as part of Student Equivalent by the scaled as part of Student Equivalent by the scaled as a scaled as part of Student Equivalent by the scaled as a scaled a	nost 3,000 student persist of SAC's sity as well as seed via the Stocademic year. mester* 2014-15	udents and stence. trategic departmental udent
				AAmerica	an 70.3%	73%	77%	80%
FOL & David	Successful course					erall persisten degree seekii		nester &
ESL & Basic Skills	completion of ESL and	Innovative basic skill	Student Success	SAC Basi	c Skills Con	pletion: MA	TH*	
Completion	Basic Skills courses will	success strategies	(also C&I, BSI,	Group		-	2014-15	2015-16
	increase by 2%	will be continued,	TLC, more)				GOAL	GOAL
(Vision Theme I, Student	annually while closing gaps by ethnicity	expanding course acceleration and	All VP's	Overall	43.5%	45.5%	47.5%	50%
Achievement)	between now and	support services.		White			52%	52.5%
/ torne verificity	2016. Increase			Latino	41%	44%	47%	50%
	noncredit ESL, ABE,		VPAA, CTE	Asian	55.1%	55.5%	56%	56.5%
	and High School	2. Work with math and	Deans,	AA	40.6	44%	47%	50%
	Subjects course completion by 5% per	English (reading & writing) to develop	Student Success (also C&I, BSI)	SAC Basi	c Skills Con	npletion: EN	GLISH*	
	year.	contextualized		Group	2012-13	2013-14	2014-15	2015-16
	Integrate basic/	instruction/curriculum for CTE students.			ACTUAL	GOAL	GOAL	GOAL
	technical skills with	ioi Gie students.		Overall	38.7%	41%	43%	46%
	employability and work-			White	45.9%	46%	47%	48%
	place competencies, to			Latino	36.5%	39%	42%	46%
	address workforce			Asian	50.5%	51%	51.5%	52%
	needs.			AA	35.7%	38.5%	43%	46%

Diploma,				Credit 2016.Noncr rate of	ESL Overall edit ESL cour 45% and Hig	rate will increa	jects completion	to 29% by BE completion
Degree,	Overall Goal: Have a	Note: All strategies above		SAC Deg	gree Compl	etion Snaps	shots	
Certificate, &	college degree or	also support completion.	Student Success	Group	2012-13	2013-14	2014-15	2015-16
Transfer	certificate in every home in Santa Ana	Develop a Degree Audit	(also C&I, BSI,		ACTUAL	GOAL	GOAL	GOAL
Completion	while eliminating	system to improve tracking and pathway	TLC, and more)	Overall	43.5%	45.5%	47.5%	50%
() (in in a Theorem)	attainment gaps by	interventions.	Academic &	White	51.2%	51.5%	52%	52.5%
(Vision Themes I & III, Student	ethnicity by 2025,	microcriticals.	Student	Latino	41%	44%	47%	50%
Achievement and	1,777 more annually	Project the number of	Services Deans	Asian	55.1%	55.5%	56%	56.5%
Innovation)	from all sources.	classes needed and		AA	40.6	44%	47%	50%
	program pathway completion rates. Develop Associate	to completion of transfer, CTE, and basic skill pathways.			rd Cohorts 2012-13 ACTUAL	2013-14 GOAL	2014-15 GOAL	2015-16 GOAL
	Degrees for Transfer	Identify, develop and/or		Overall	46%	49%	53%	56%
	(ADT's), and CTE	revise courses to include		White	53.8%	54%	55%	56%
	certificates and	in ADT, CTE pathway		Latino	39.6%	45%	50%	56%
	degrees to meet	programs, basic skill and		Asian	62.1%	62.6%	63%	63.5%
	student needs.	pre-requisite courses.		AA	54.5%	55%	55.5%	56%
	Increase High School Diploma completion 33% by 2016 and Career Development & College Preparation (CDCP) state approved non-credit certificates 50% by 2016.	Prioritize actions that address the most significant gaps in terms of their overall impact on completion & equity. Expand High School Diploma and CDCP educational planning and course offerings at locations throughout Santa Ana to increase completions.		overall der freshman, in progress Current ba year avera	mand, course with daily and s as part of S. aseline for SC age from 2011	seats have be alysis and adju AC's Enrollme E High School -2014 is 166.	istments to exp nt Managemen	oy 25% for new and this further t Team. ed upon a three o 221 by 2016.

				2011-2014 is 1,661. This will rise to 2,492 by 2016.
	Increase the number of Continuing Education High School graduates that transition from non-credit to credit by 9% each year.	Expand the SCE matriculation process to include transition to college planning, with associated professional development for all SCE faculty & staff.	Student Success (also C&I, BSI, TLC an more) ALL VP's	Between 2011and 2013, 24% of SCE high school completers enrolled at SAC credit. The goal is to increase this number by 9% per year. By 2016, 50% of SCE graduates will matriculate into the college credit program.
		Personalize outreach to potential SCE grads (HS subjects students with less than 20 credits remaining) to facilitate completion and collegegoing.		
	Increase the number of students who transition from noncredit programs to credit programs by 25% per year through 2016.	Hold CR/SCE faculty dialogues focused on math (special focus is HS math grad requirement), ESL, English & CTE to enhance academic pathways and strengthen the pathway into and through college, including outreach & counseling.	Student Success ALL VP's	Current baseline for transition from noncredit to credit based upon a three year average from 2011-2014 is 724. This will rise to 905 by 2016.
Workforce Development (Vision Theme V, Workforce Development)	Develop and enhance CTE programs to support regional workforce needs as the primary local source of skilled labor.	1. Launch and update CTE programs to meet regional employer needs. 2. Maintain and enhance CTE programs to meet industry and accreditation/licensing body standards.	VPAA, CTE Deans, CTE Faculty, CIC, WFDC & Advisory Committees	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). A CTE Student Success Center has been established at SAC.

Excellence in	Ensure that faculty	•	Assess and improve	President's	In FY 13-14, a budget line item was included in the adopted

Teaching &	and staff at SAC have	SAC's professional	Cabinet	budget at SAC earmarked for professional development, which
Learning	access to student	development	-College	was continued for 2014-2015.
(Vision Themes	success-centered	program	Council	-A reorganization established a college office for professional
I & III, Student	professional	 Dedicate resources 	-The Academic	development with dedicated staffing, centered on classified
Achievement and	development.	to stabilize offerings.	Senate	staff interests and needs.
Innovation)		 Survey staff & 		-Expanded faculty assignments dedicated to professional
		research best		development have been established and an on-going faculty
		practices for local		workgroup to assess, design, and implement an expanded
		application.		program has been established.

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

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

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

Strategic Plan Area III: Community Awareness and Engagement

Broad Goals	Measurable	Strategies for	Lead(s)	Progress on Goals
	Objectives	Action		
Promote awareness of college programs and services regionally (Vision Themes II, IV, & VI, Use of Technology, Community, & New American Community)	-SAC will establish marketing and outreach campaigns to attract new students 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 establishedOur marketing/outreach strategy will include academic and student services personnel and be customized to completion course needs, with highly targeted messagingParent community outreach efforts will be expanded Updated college information will be available through the web, mobile platforms, & social networking sites.	-ALL VP's -SAC Management -DIST ITS	 All SAC managers and department chairs are actively engaged in outreach/in-reach to maximize access to needed courses & services. A One-Stop Higher Education Center at the Downtown Main Library 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 2013-14Building G project was completedPerimeter project contract completed in 2013-14The Planetarium is expected to be complete by Feb. 2015The Village/Lot 11 expansion is completeThe Dunlap Hall upgrade is underwayThe Central Plant design is in progressChavez forensic evaluation completed in 2013-14Johnson Center programming completed, architectural services was awarded on September 8, 2014Purchased lot at 17 th & Bristol, temporary use plan to support campus construction has been activatedIn 2013/14 completed the development of a District-wide sustainability plan with specific activities and goals for SACActivated Master-Plan sensitive emergency preparedness training, which will continue in the 2014-15 year.
Internships: Provide on-the- job work experience (Vision Theme V, Workforce Development)	Enhance internship and work-based learning opportunities for CTE students.	Develop an internship program connecting CTE and Work Experience curriculum to student placement in local companies.	VPAA, CTE Deans, WFDC, Internship Coordinator, Work Experiencee Faculty	A part-time internship coordinator was hired in Fall 2013. Successes include creating student Career Readiness Orientations, student interview preparation training, and achieving student placements in industry.

Strategic Plan Area IV: Innovation

Broad Goals	Measurable Objectives	Strategies for Action	Lead(s)	Progress on Goals
Enhance opportunities for access to nontraditional instructional & student service delivery methods. (Vision Themes I, II, & III, Student Achievement, Use of Technology, & Innovation)	Expand online programs and services for students, faculty and staff. Implement on-line student orientations.	-Provide online academic planning resources for students - Provide online orientation for incoming students - Provide student registration services through a mobile applicationProvide noncredit	-All VP's in partnership with faculty and management leaders -DIST ITS	 SAC has launched a complete on-line degree program that will debut in the 2014-2015 academic year. SAC has developed a new on-line orientation for students that will be available in association with the fal 2014 semester.

	2. Expand and	students access to webadvisor for registration & other services. - Provide staff	-VP of	This is on the ITS priority list and will be followed up on by the Associate Registrar for further implementation. Specific progress metrics include expanding the academic
	improve the effectiveness of the Distance Education offerings as measured from baseline.	development for all distance education instructors Expand DE instructional design resources.	Academic Affairs	success & course completion rates for distance education and expanding related faculty professional development offerings. This area received special attention in SAC's Fall Flex professional development offerings for faculty.
Foster a culture of inquiry and innovation to enhance student success. (Vision Themes I, II, & III, Student Achievement, Use of Technology, & Innovation)	1. Enhance student success as determined by student learning outcomes and service unit outcomes.	-Continue to integrate student learning outcomes, program learning outcomes, and institutional learning outcomes into program planning/review processes college wide (TracDat)Develop and launch an Office of Institutional Effectiveness.	-President's Cabinet, academic and service departments college-wide	-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 funding of an Office of Institutional Effectiveness.
	2. Improve efficiency of administrative processes.	-Develop automated systems for processing ongoing and regular administrative functions.	-VP Admin Services -DIST ITS	-Admin Services worked with Dist Fiscal in FY 13-14 to develop cash flow reporting for each individual department to track expenditures and budget performanceTraining 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