

Southwestern Strategic Plan - Update

Priority Status Update 2009-2010

Strategic Goal	Annual Priority	Measure	Status Update	Date	Status
1 - Leadership: Provide leadership that creates the vision and structure for long-term college sustainability and growth through effective fiscal management.	1.1: Assure continued formal and informal update of College Strategic Plan that require evidence of goal pursuit.	1.1a: Summarize Strategic Plan goal/priorities at the Board meetings on a quarterly basis	Strategic Plan and priority updates are presented to Board through monthly Unit Reports with full Plan updates reviewed at the March '10 and July '10 Board meetings.	12/06/2010	Completed
			TracDat has been re-configured to address and streamline the approach to collecting periodic status updates for the strategic plan. Updates will now be collected via email from the appropriate lead for each priority through TracDat's email assignment feature.	12/06/2010	Completed
		1.1b: Summarize Departmental Strategic Plan goal/report goals monthly	Updates incorporated into monthly Unit Reports. Monthly presentations by campus departments continue.	03/03/2010	Ongoing
		1.1c: Implement Strategic Planning Tool and Reporting utilizing online software system- TracDat	Enhanced TracDat for unit annual priorities tied to strategic plan.	12/06/2010	Completed
			Organizational database structure completed; assessment outcomes for student learning and administrative/educational support units entered and initial assessment completed; Strategic Plan training completed; Strategic Plan electronic reporting implemented and first draft ready to be sent to Board of Education. Ad Hoc reports created under new software release to meet the needs of the administration.	12/06/2010	Completed
		Refinement of reporting tools - quarterly and ongoing reports. Addition of Board Goals in the system along with corresponding reports.	12/06/2010	Completed	
		Strategic plan for 2010-11 has been entered in draft form for the July board meeting. All units will have annual priorities entered into the system for 2010-11 that support the institutional strategic plan annual priorities. Each unit will provide an annual report of accomplishments related to the annual priorities.	06/29/2010	Completed	
		Strategic Plan Update presented to the Board of Education in March 2010. TracDat enhanced to	12/06/2010	Completed	

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			include unit level annual planning summaries to be included in the strategic planning priorities and budgeting process.	12/06/2010	Completed
	1.2: Assure Global Learning Initiatives		Collaboration with the South Coast Development Council resulted in an effort to bring the Sustainable Design Action Team (SDAT) group of over 100 stakeholders and presenters from across the nation onto campus to participate in extensive sustainability planning meetings in June'10.	09/29/2010	Ongoing
		1.2a: Annual plan for cultural awareness and global learning	A draft of the 2009 plan had been created and circulated for comments.	12/18/2009	Ongoing
	1.3: Establish steering committee for assessment followup report and for Year One report, spring 2011	1.3a: Steering committee members identified, recurring meeting date established, first meeting held to solidify responsibilities and timeline for self-study and reporting.	The Accreditation Steering Committee kicked off its first meeting with members on Wednesday, February 10, 2010. Recurring meetings every other week will keep accreditation requirements on the front burner.	02/16/2010	Completed
	1.4: Review and Update policies and/or procedures of the College	1.4a: Review and Update the Board Policies	All proposed policies reviewed with the Board Policy subcommittee.	12/06/2010	Completed
			Board Policy Subcommittee is scheduled to present recommended Board Policies to the full Board on June 28, 2010.	05/17/2010	Ongoing
	1.5: Provide effective fiscal management through responsible financial resources stewardship, ethical leadership, and responsive college-wide support.	1.5a: Increase college-wide fiscal knowledge and input into effective operations	Held two college budget workshops open to all staff. Multiple small group meetings discussing college funding, economic outlook and other challenges.	03/02/2010	Completed
			Multiple open meetings discussing funding, economic outlook, other challenges. Completed but will be continued each year.	12/06/2010	Completed
		1.5b: Seek college-wide input into future developments	Multiple campus meetings with departments and open meetings to discuss future developments were held during fall and winter. Discussions brought back to the Planning Council and at the Strategic and Enrollment Management meetings.	12/06/2010	Completed
		1.5c: Revenue Sources - develop models to predict revenue for current sources	Developing model for internal FTE allocation costs per area; reviewing billing credits history and working on a model to predict future billing credits to support tuition and fee annual revenues for budgeting.	03/02/2010	Ongoing
		1.5d: Evaluate current entrepreneurial endeavors [Bookstore, Newmark Center , OCC/Dining Services, Resident Life]	Student housing analysis of costs for current year and proposed increased housing costs for 2010-11. Bookstore is in process of working with Office of Instruction to ensure implementation of the HEOA	12/06/2010	Completed

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		1.5d: Evaluate current entrepreneurial endeavors [Bookstore, Newmark Center , OCCl/Dining Services, Resident Life]	requirements to disclose book costs to students when registering. OCCl/Dining Services experience continued growth. Analysis of costs resulted in a proposed increase to OCCl tuition and fees for 2010.11.	12/06/2010	Completed
		1.5e: Seek new revenue sources and/or methods to reduce expenditures	Beginning discussions of potential revenue sources. One project being discussed is a coffee shop.	03/02/2010	Ongoing
		1.5f: Secure Permanent College Leadership for the College	Completed review Board evaluation of Interim President Scott by December ?09.	05/17/2010	Completed
			Using staff input that was incorporated into the evaluation process completed in December '09, President Scott was appointed permanent President on December 14, 2009.	05/17/2010	Completed
	1.6: Plan for the 50th Anniversary of Southwestern Oregon Community College; founded in 1961	1.6a: Determine type of celebrations desired for 50th College Anniversary so the budgeting can occur for the 2010-2011 budget.	Campus and community celebration is scheduled for Saturday, October 8, 2011.	12/06/2010	Continued
			Committee has been established with first meeting on January 28, 2010. Committee meeting regularly to plan for celebrations in 2011.	03/02/2010	Ongoing
	1.7: Create timeline for Health and Science building to be ready for legislative session 2011.	1.7a: Finalization of design and usage of building and plan for funding completed.	Decision was made to push this project to the 2013 Legislative session. Developing a timeline to pursue.	12/06/2010	Continued
	1.8: Determine what our Tier 2 project will be for possible funding in 2015 or 2017.	1.8a: Revise the Master Plan by February 2010 with Tier 2 project identified for possible funding in 2015 or 2017.	Current Tier 2 project is Umpqua Hall remodel. Will work with Crow/Clay and Associates to update Plan after GoOregon projects are finished.	12/06/2010	Ongoing
			Master Planning is in the works. We started at fall in-service and continued during winter in-service.	12/06/2010	Completed
	1.9: Promote Core Values	1.9a: Core values are clearly communicated to new employees.	President meets with all new employees to discuss core values.	03/03/2010	Ongoing
2 - Student Access: Ensure student access to quality learning opportunities while supporting student success and achievement.	2.1: Increase diversity of Student Services Staff	2.1a: Continue to diversify staff to reflect the growing student population of student groups	Student First-Stop Center recently hired a male employee and veteran; gender diversity within this area is important to the type of students served. The veteran status of the employee also helps to support the growing veteran population at SOCC.	12/06/2010	Completed
	2.2: Implement action plan to increase access to reduce internal and external barriers to students.	2.2a: Increase retention of students by 2%	Campus wide retreat was held in July to identify barriers to students specifically regarding retention. Committees are currently reporting out on progress of activities identified to reduce and/or remove barriers for students.	12/07/2010	Completed

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			Overall first time freshman retention from fall 08 to fall 09 increased by 5% from 47 to 51%.	12/07/2010	Completed
		2.2b: One-card system for student and staff use and increase accessibility to campus services by	One-Card purchased.	12/07/2010	Completed
		2.2c: Action Plan Strategies Identified and Implemented	Coordinated space and meeting times for State Veteran's Representative and College Veteran's Representative to meet with Veteran students and dependants to ensure maximum benefits are received.	12/06/2010	Completed
			E-advising - The committee has been working on revamping the curriculum module to align the system to work more efficiently and within the system parameters. Faculty are ready to pilot the system with summer/fall registrations.	12/07/2010	Completed
			On-line new student orientation program--- Committee has been formed, has met and will have program completed by Summer 2010.	12/06/2010	Continued
			Student Ambassador Fall follow-up program? Student Ambassadors phoned all program students registered for Fall 2009 but not registered for Winter 2010 between Dec. 1 and Dec. 22 reminding them of registration and assessing reasons of non-enrollment.	02/16/2010	Completed
		2.2d: Develop new opportunities for high school students to access college courses and earn credits toward a college degree.	Over 20 additional Enhanced Options courses were developed and will be offered for the 10-11 academic year on indistrict high school campuses as well as on-line. Courses offered range from general education to health care and culinary arts.	12/07/2010	Completed
			Work has begun for the development of a partnership with K-12 Virtual Academy that provide K-12 student with the option of obtaining the OTM during their senior year.	12/07/2010	Continued
	2.3: Assess and refine the student marketing plan to include in-district, out-of-district, community education and workforce development.	2.3a: Increase enrollment by 2%	College Fair Attendance was increased, additional dual credit courses were added for indistrict high school students, additional cooperative agreements between the college and indistrict high schools are in progress. Efforts have resulted in an increase in enrollment of full-time students of 13%. The enrollment management and enrollment development groups have been reformed and are currently performing a gap analysis in enrollments campus wide.	12/07/2010	Completed
			Overall FTE increased by 2.2%. Full-time student	12/06/2010	Completed

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			FTE increased by over 11% for the year and less than half-time student FTE increased by over 23%.	12/06/2010	Completed
		2.3b: Marketing Plan Refined	Development of Comprehensive Strategic Enrollment Plan---With the hiring of two Associate Dean's in the office of Instruction and permanent positions filled in Transitional Education and Community Outreach/Work Force Development, a committee has been formed and assigned with developing 3-month and 6-month enrollment development plans.	12/07/2010	Completed
			Meeting of College district Superintendents and Principals for the purpose of coordinated HS relations---Group has met twice resulting in the formation of 5 subcommittees that will focus on: 1.) Distance Learning for early college access for indistrict HS students 2.) Provisional teacher approval for Dual Credit classes 3.) Credit Recovery for HS students 4.) Enhanced Options opportunities for HS students to take SWOCC classes 5.) Programs for HS students interested in Health Care programs	12/06/2010	Completed
			Redesign of Marketing materials---Three separate student focus groups were developed and met for the purpose of reviewing and redefining marketing materials to provide for improved and more cost effective materials. This resulted in redesign that will save money and create a more effective use of materials.	02/16/2010	Completed
			Reevaluation of marketing strategies---A student and admissions focus group was established to discuss and evaluate the college's use of marketing strategies regarding college fairs, high school visitation and direct mail efforts. This resulted in the decision to refocus efforts to attend additional college fairs and direct high school visitations and scale back our direct mail efforts with a lesser piece for first contact students.	12/06/2010	Completed
			Work has begun to include community education, workforce development and transitional education into integrated marketing meetings and dicussions as well as enrollment management.	12/07/2010	Continued
	2.4: Increase facility usage for events.	2.4a: Increase facility usage by 3%	There have been 26 contracted events through January of this year with an income of \$5,124 and an additional 25 community events with in-kind	12/06/2010	Completed

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	2.4: Increase facility usage for events.	2.4a: Increase facility usage by 3%	support provided by SOCC of \$8,637. For 2008-09 at this time, the events held were at 28 with an income of \$4,068. Community events provided with in-kind support from SOCC were not tracked until February 2009. There are currently another 8 events scheduled for the remainder of the year. Facility usage has declined by 2 contracted events compared to last year and the fees now being charged for contracted events were increased for 2009-10.	12/06/2010	Completed
3 - Educational Programs: Maintain and develop relevant educational programs supporting exceptional community and student learning experiences.	3.1: Develop and implement new teaching and learning initiatives resulting from program review	3.1a: Teaching and learning initiatives prompted by student program outcome data are identified, implemented and posted on website	Using Title III funding, developed and implemented Structure of Intellect MathMinds software lab to support success of developmental mathematics students.	12/06/2010	Completed
	3.2: Add one new program to college instructional opportunities	3.2a: One new program is submitted to CCWD and announced to the Board of Education	Developed and submitted SOCC application for participation in statewide AAS Administrative Office Professional. Approved by JBAC 1/2010.	02/11/2010	Ongoing
			Developed and submitted statewide AAS Health Informatics degree. JBAC approved 1/2010.	02/11/2010	Ongoing
			Statewide, online Basic Nursing Assistant course developed and deployed, summer 2009.	02/11/2010	Completed
	3.3: Utilize community-based education to expand career opportunities in response to emerging needs	3.3a: Process for responding to emerging community educational needs established and presented to Instructional Council; one emerging need identified and proposed for program action	Developed, implemented and deployed Commercial Truck Driver Training Program supported by local transportation industry partners.	12/06/2010	Completed
	3.4: Promote and strengthen learning opportunities for students and staff through physical and social activities to foster lifelong wellness.	3.4a: Support Student Life Activities	each resident assistant and director planned and executed 3 activities	12/06/2010	Completed
			3.4b: Athletic program continued development	Intermural sports developed.	12/06/2010
Working on a coaching certification through NWAACC with the goal of all coaches passing the certification which is an added benefit to support them in their roles as coaches. Professional development through national clinics and seminars. Instituted the Student Athlete of the			12/06/2010	Ongoing	

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			Month recognition with introductions to the Board. Automated nomination of student athletes that qualify for NWAACC Academic Leadership awards.	12/06/2010	Ongoing
4 - Infrastructure: Allocate resources to support continuous improvement for a strong infrastructure of employees, technologies and facilities.	4.1: Aggressively pursue all sources of revenue	4.1a: Increase special I projects and alternative resources revenue by 5%	As a partner college with 7 Oregon community colleges, submitted and received Rural Oregon Local Team (Oregon Workforce Alliance): grant \$2,486,602 to develop the Oregon Green Technician Certificate program to be delivered in Oregon's community colleges and to train unemployed workers and other eligible individuals to become technicians in a wide range of renewable energy and energy efficiency industries and their supply chain manufacturers.	12/06/2010	Completed
			Submitted and received \$1.98M Federal Community-Based Job Training Grant for increase capacity within the Welding/Advanced Manufacturing AAS degree.	12/06/2010	Completed
			Submitted and received a demonstration grant award for \$6,500 from MetLife Foundation for use in aligning College Computer Information Systems Curriculum with Marshfield High School curriculum.	12/06/2010	Completed
	4.2: Enhance campus inventory and use of state of the art technology to improve student learning and campus productivity	4.2a: Implement Learning Management System or One Card System	Implemented ANGEL on-line learning management system for fall term 2009.	03/02/2010	Completed
		4.2b: Increase technology rich classrooms by four	Using Title III Federal Grant funds, purchased and installed an additional 8 multi-media teaching stations in classrooms for \$30,000.	12/06/2010	Completed
	4.3: Maintain buildings and grounds that provide a safe working, learning, and living physical environment.	4.3a: Re-invigorate safety program	Admin Services and Safety committee revamping committee	12/06/2010	Ongoing
			Mandatory Safety In-service of two sessions during Winter Term 2010; received a grant to help defer the costs of dining services fire suppression system, electrical upgrades and non-slip floor. Creation of a safety item list for entire campus. Financial support has been allocated to mitigate safety issues.	12/06/2010	Completed
		4.3b: Update facility Master plan	Working with architect to modify plan due to completion of many deferred maintenance projects via Go Oregon	12/06/2010	Ongoing
			Working with the College architect to update the Master Plan with all the Go Oregon deferred maintenance changes.	12/06/2010	Ongoing

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		4.3c: Continue Campus Security development and integration into campus life	Campus Security Director and Staff working closely with Student Housing Staff with collaborative development of procedures and cooperative interactions.	12/06/2010	Completed
			Lead campus security position is attending the Dean of Students disciplinary committee meetings.	12/06/2010	Completed
		4.3d: Study facility maintenance to increase efficiency	corrected multiple safety and deferred maintenance issues	12/06/2010	Completed
		4.3e: Increase emergency management activities	Attended County Emergency Management meeting.	12/06/2010	Completed
			Reviewing the current plan; 4 of the steering committee members attended County Post Disaster Recovery Forum.	12/06/2010	Completed
	4.4: Provide human resources functions, college-wide operational support, and professional development opportunities.	4.4a: Staff Satisfaction and Opinion Survey	New Executive HR Director hired; survey administration anticipated for fall in-service.	12/06/2010	Completed
		4.4b: Internal Human Resource audit of functions	Audit cancelled.	12/06/2010	Completed
			Currently the new EHRD is reviewing each job task with current staff.	03/02/2010	Ongoing
		4.4c: Effective College-wide use of Mail & Print Services	Writing procedures for users of service fall 2010.	12/06/2010	Ongoing
	4.5: Maintain the College's technology infrastructure and services to meet the needs of students, staff and outside agency expectations and requirements.	4.5a: Provide reliable and fast network for students and staff.	Installed new generator and UPS system to support both the computer server room and the phone and network switch room.	03/08/2010	Completed
			Migrated 23,000 student emails to @edu on the 'cloud'. This is free Microsoft Outlook email for colleges.	06/20/2010	Completed
			Network reconfiguration is nearly complete. Virtual servers have been created and domain servers have been demoted.	12/07/2010	Completed
			Time Entry and Approval implemented for HR. Small group from Tioga 5th floor will pilot test the software for the July payroll.	06/22/2010	Completed
		4.5b: Maintain and improve College Websites	Completed and launched FaceBook Guidelines.	06/20/2010	Completed
			Completed new Catering website. Completed new Graduation website. Created new underage, high school page for Admissions.	12/06/2010	Completed

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			Completed new CBJT Welding website.	02/16/2010	Completed
			Implemented new Southwestern CC webpage, www.socc.edu.	02/08/2010	Completed
			Launched new online training system, Atomic Learning for staff and students. The system has thousands of tutorials and training workshops and includes the ability to upload custom training for the college. Training for WebAdvisor and Colleague are already being written and recorded.	06/20/2010	Completed
			Launched Sustainability and Office of Instruction web page.	02/11/2010	Completed
			Quarter Update: Completed Training & Documentation page on the ITS website. Completed & launched Graduation website. Developed a Social Networks page on the ITS website.	06/30/2010	Completed
		4.5c: Compliance with all Federal, State, Local and Institutional information technology laws and/or policies.	Completed HEOA compliance for illegal P2P activity. This involved installing NetEnforcer, an appliance that stops P2P activity, writing a policy, writing a brochure, and changing the student handbook.	02/11/2010	Completed
			Completed PCI (Payment Card Industry) compliance project. This was mandatory for continued use of credit card payments. This included changing procedures and processes as well as completing a 130 page document.	02/11/2010	Completed
			Implemented Booklog in compliance with HEOA 133. This required the display of textbook ISBN information with class schedule information.	06/20/2010	Completed
		4.5d: Following the ITS replacement plan; replace equipment identified on plan or equipment and end-of-life (EOL).	Funding greatly reduced for 09-10 academic year. One electronic classroom was replaced.	09/01/2009	Completed
			Replacement plan not followed due to budgetary restraints.	12/07/2010	Completed
		4.5e: Implement Datatel Portal	Increased student housing bandwidth to 50MB. SAN phase I and II are complete. (Storage Area Network for college-wide backups.)	02/03/2010	Completed
			Installed portal socctest.com network - Active Directory, Sharepoint servers, SQL server, Exchange 2010, cloud student email. This allows configuration and testing without disrupting socc.edu.	12/06/2010	Completed

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			Prepared four servers for portal installation. Installed SQL and windows 2008. Installed new emergency generator and UPS for the server and phone switch rooms.	12/06/2010	Completed
	4.6: Provide support and follow-up for College initiatives: green/sustainability, waste management/recycling, retention.	4.6a: Progress of college new and current initiatives.	Sustainability Taskforce developed and administered the Sustainability Survey.	12/06/2010	Completed
			Sustainability Taskforce is meeting regularly and has set goals.	12/06/2010	Completed
	4.7: Develop criteria for adding back people and/or projects or services.	4.7a: Criteria developed and/or plan developed for adding back staff and/or projects or services.	Working on this process through Master Planning and Strategic Planning.	03/02/2010	Ongoing
	4.8: Ensure that timeline for Curry Campus development is followed.	4.8a: Secure funding for groundbreaking in May of 2010 or create alternative plan in the event we can't assume ownership of the Borax land to meet our building timeline.	Platt has been recorded and we are ready to accept deed. Fundraising efforts are underway and going well. Draft of the building will be presented to the Board at the February meeting. Deed signed on January 28, 2010.	12/07/2010	Completed
5 - Collaborative Partnerships: Advance the College through strong partnerships with the Foundation, resource, economic and workforce development.	5.1: Initiate Capital Campaigns in response to needs identified for Curry Campus and Health and Sciences Technology Buildings	5.1a: Timetable and personnel for Capital Campaigns presented to Board of Education for participation in key events	Curry Campaign focused on raising funds to furnish the building. Submitted the Ford Family grant application.	12/07/2010	Completed
			Curry Campaign timeline presented to Board on January 25, 2010. College Architect presented preliminary floor plans to the Board on February 22, 2010.	03/08/2010	Ongoing
			The Board hired Karen Pringle as Curry Campus Campaign Coordinator.	05/17/2010	Completed
			The Board launched support of the Curry Campus Campaign when Karen Pringle visited the Board in December 2009.	05/17/2010	Completed
	5.2: Initiate annual community feedback process	5.2a: Community feedback instrument chosen and distributed with report of community information and recommendations presented to Board of Education	The instrument has been designed and awaiting dissemination.	12/06/2010	Continued