

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
Student Community & Staff Success	Provide a nurturing working environment for staff professional development	Offer professional growth workshops for adjunct faculty	VPAA	Identify learning needs, develop customized workshops to facilitate adjunct faculty professional growth	Two major professional growth workshops will be offered each year.	August 2007 and January 2008
		“Interdisciplinize” SMCC sciences so faculty collaborate in the new ENV Program.	M. Logvin A. Scarbrough S. Proctor E. Viquesney	BIO 105 and GLG 103 faculty and classes will jointly conduct water and soil sampling at Rio Salado. CHM 151 faculty and class will analyze the samples. Data will be displayed on a MCCD Science alliance website shared by six sister colleges	Successful collaboration of faculty, staff, and students from four science disciplines and six colleges to conduct water and soil monitoring research at the Rio Salado.	Completion by May '07.
		Retain quality student focused staff	T. Bracamonte R. Daniel	Encourage work-shops, classes, continuing education, etc	Trained, qualified staff, low turn-over	On going
		To support and provide a healthy and harmonious working environment for staff	Fiscal Office			
		Train all RFP (65) and Adjunct Faculty (275) on new student information system	Amy MacPherson Karen Gurney Jo Appogast	<ul style="list-style-type: none"> o Learn new SIS o Develop training materials o Schedule training o Perform training o Document training attendance 	All RFP and adjunct faculty will be able to use the new student information system to view their course schedules rosters and enter grades	December 2007
		Have three workshops pre-approved for non-academic professional growth	Amy MacPherson Karen Gurney Jo Appogast	<ul style="list-style-type: none"> o Develop training materials o Schedule training o Write and submit proposal 	RFP and adjunct faculty will be able to attend training sessions designed to help improve their	December 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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				<ul style="list-style-type: none"> o Perform training o Document training attendance 	teaching. RFP faculty will be able to apply for non-academic professional growth.	
		Prepare all faculty and staff to use the new and radically different MS Office Suite	Amy MacPherson Karen Gurney Jo Appogast	<ul style="list-style-type: none"> o Learn new MS Office Suite o Schedule open-houses to demo the new application o Develop training materials o Schedule training o Perform training 	All faculty and staff will be able to use the new Office Suite and continue to be productive with modest downtime	December 2007
		Train faculty on new software tools available from ITAC (i.e. SoftChalk, Elluminate)	Amy MacPherson Karen Gurney Jo Appogast	<ul style="list-style-type: none"> o Develop training materials o Schedule training o Perform training o Document training attendance 	30 full/part time faculty will attend sessions on SoftChalk and/or Elluminate	May 2008
		Maintain technology currency in staff work areas.	Rebecca Ramirez	Phase I of project to progressively upgrade SMCC telecommunications technology to VoIP.		6/30/08
		Maintain technology currency in staff work areas.	Donna Barnes	Complete SMCC Intranet/Web Portal Project		6/30/08
		Maintain technology currency in staff work areas.	Mike Lewis	Establish database and support infrastructure necessary to efficiently develop SMCC software applications.		6/30/08
		Engage in adapting customer service training	Raúl Monreal Angie Glick Angelina Valencia	Workshops, training, staff advance , on-line learning	Knowledgeable, Proficient, professional staff	On-going Evaluate by semester

**South Mountain Community College
Strategic Plan 2007-2008**

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		Provide quality financial aid services to students in the outlying centers by providing staff from off site centers with annual financial aid cross training workshops and experiences.	I.Moreno-Weinert	Provide an annual financial aid training workshop for off site staff and renew their access to SIS financial aid screens	10 staff from main campus and off site campuses will train in financial aid and update access to SIS screens.	& Summer Fall, 2007
	Achieve full reaccreditation from HLC in 2008-2009	Offer Higher Learning Commission (HLC) workshops and training for campus	VPAA and HLC Steering Committee	Develop workshops and training materials. Coordinate with self-study activities.	Two workshops will be offered in 2007-2008	August 2007 and January 2008
		Continue SMCC Self-study for reaccreditation	HLC Steering Committee and Subcommittees	Engage entire campus in self-study, identify and discuss data for self-study, conduct a wide variety of self-study activities.	Campus teams will be fully engaged in self-study activities.	Ongoing throughout year
		Increase student awareness of and participation in SMCC events and opportunities by 50%	Rob Price	a. Develop and implement enhanced marquee communication plan b. Develop and implement enhanced Horizon print advertising plan	Enhanced involvement of students in SMCC campus activities, leading to increased retention rate	Both plans completed by 7-31-07
		Increase awareness of SMCC successes and accomplishments among MCCCCD students, faculty and staff, plus external audiences within	Rob Price	Create SMCC Success Story one-page newsletter template and implement development and distribution plan for no less than 6 newsletters	Enhance SMCC experience for current students and/or faculty through public acknowledgment of achievements and success	Plan developed and in place by 8-31-07

**South Mountain Community College
Strategic Plan 2007-2008**

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		service area, by 100%		during 2007/2008		
		Increase awareness of and public attendance at SMCC athletic events by 50%	Rob Price	Develop and implement SMCC Athletics PR and marketing plan for 2007-2008	Enhance SMCC experience for SMCC student-athletes through public acknowledgment of achievements and success	Plan developed and in place by 7-31-07
		Provide as many services at the off-sites as possible.	Cheryl Crutcher	Provide as close to one stop enrollment as possible.	Students don't have to run all over to register	On-going
		Offer services at Ahwatukee center	Cheryl Crutcher, Richard Daniel	Provide weekly advisement gazing at the new SMCC Desert Sky Observatory (at least four per year)	Easier student access for advisement Att	On going May 2007.
		We will develop, administer, document and report results of departmental student assessment measures in a minimum of three different departments	Division Chairs	Complete a form indicating how students will be assessed at the department level when completing courses or programs & report collective results to APRASL to improve learning outcomes	Improve student learning and instruction; use the data to drive college budgeting and the allocation of resources.	September 25 th , 2008
		Improve communication and technical skills of CBS' staff.	Fiscal Office			
		1. Identify business/employer cohorts within the SMCC catchment area.	Raul S.	1.1 Create a database of business names, phone numbers, and addresses identified so can mail information,	1. Identify business/employer cohorts within the SMCC catchment area.	2007-Ongoing

**South Mountain Community College
Strategic Plan 2007-2008**

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		2. In partnership with Career Services & Business faculty, host annual forums in partnership w/local chambers of commerce seeking employer training needs.	Raul S., Stan Gudel, Bus. Div. Chair	and call. 2.1 Use these forums as focus groups to determine what SMCC business constituents require in training.	2. In partnership with Career Services & Business faculty, host annual forums in partnership w/local chambers of commerce seeking employer training needs.	
		1. Identify occupational/business training needs within the SMCC catchment area. 2. Identify three industries where SMCC may offer training. 3. Increase marketing of workforce development programs, by 10% of previous year's efforts.	Raul S. Raul S. Raul S.	1.1 Initiate a minimum of 10 "cold call" contacts per semester with large/small business in SMCC catchment area. 2.1 Present training opportunities available thru SMCC. 3.1 Brochure, ads, flyers produced; mass mailings to these identified businesses.	<ul style="list-style-type: none"> • H&R Block • Abrazo Healthcare • META Services • MCCD PSA, MAT& Faculty for Mediation • Bashas • Hensley • Kyrene School District • Agua Fria SD • Fowler SD • PUHSD • Laveen SD 	1. Identify occupational/business training needs within the SMCC catchment area. 2. Identify three industries where SMCC may offer training. 3. Increase marketing of workforce development programs, by 10% of previous year's efforts.
		Work with MSE Faculty to develop instructional modules in math and science	Stacey Ayers	<ul style="list-style-type: none"> o Develop math & science curriculum modules. o Develop pre-post test corresponding to modules 	4 modules will be designed in Fall 07 semester and infused into curriculum during Spring 08 semester	Fall 07/Spring 08

**South Mountain Community College
Strategic Plan 2007-2008**

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				<ul style="list-style-type: none"> ○ Administer pre-post test to MSE classes ○ Compare evaluate outcomes 		
	Maximize student achievement in academic, personal and career goals.	Student loan borrowers who are 'undecided' in their career choice will be referred to Career Services for career counseling	H.Baker-Augustine	Refer 'undecided' student loan borrowers to the Career Center	50 students will be referred for extensive career counseling.	Fall, 2007, Spring, 2008
		Provide a nurturing working environment for staff professional development by encouraging external workshops and conference attendance	A.Aguirre I.Moreno-Weinert	Encourage all full time staff members to register for and attend at least 1 professional development seminar or conference	All staff will attend at least one local and/or one external conference related to financial aid or other professional development seminars.	Fall, 2007 Spring, 2008
		Increase the number of students applying for financial aid through the electronic FAFSA process	A. Aguirre I. Moreno-Weinert A.Galindo S.McBrayer H. Baker	All student will be referred to the www.fafsa.ed.gov website to complete their financial aid form for 2007-08	3000 students will utilize FAFSA on the web with a reduced verification rate of 10%. 125 of these students will have attended College Goal Sunday	February – August, 2007
		Students enrolled in CPD108 Personal Money Management will demonstrate the ability to develop and live within a financial aid budget.	Baker, H. &CPD 108 Instructor	All class participants of CPD 108 will develop a budget and discuss how well they were able to develop and live within those budgeted dollars for a specific time frame.	Financial aid recipients who receive loans and attend the CPD108 course will demonstrate the ability to outline and live within their academic budgets and define the consequences of	Fall, 2007 Spring, 2008

**South Mountain Community College
Strategic Plan 2007-2008**

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					defaulting on a student loan	
		Financial aid applicants who attend College Goal Sunday and subsequently complete the FAFSA on line will demonstrate an increase in accurate applications and an increase in financial aid literacy regarding the FAFSA process.	A. Aguirre A. Galindo I. Moreno H. Baker S. McBrayer	All FAFSA applicants will be encouraged to utilize the FAFSA electronic website	3000 students will utilize FAFSA on the web with a reduced verification rate of 10%. 125 of these students will have attended College Goal Sunday	February – August, 2007
		Create student database for advisement follow up & referral. Promote communication with students & staff.	Raúl Monreal Angie Glick Angelina Valencia Student Services Staff	TLC Training Cross Training Research of Best Practices & tailor to staff needs.	Increase student persistence, successful completion of classes, graduation	On-going Evaluate by semester & Summer
		Offer the STAR Math Camp to students who placed into remedial Math courses and to TRIO students.	Ruben Saenz	Collaborate with Title V to recruit students and identify math instructors to teach the workshops. Collaborate with the Math Dept to develop curriculum.	Students who complete the STAR Math Camp will have a greater chance at placing into College Algebra or higher for the Fall 07 semester.	July 2007 to August 2007
	Provide quality services in a timely manner to meet diverse community needs.	Increase Friday and weekend enrollments in science classes	Chemistry faculty	Utilize an RFP to teach (voluntarily) on Saturdays	Full-time faculty presence in the division on weekends	Fall 2007
		Offer math classes in Laveen	Helen Smith	Recruit additional qualified math	Expand from two sections (Fall 2006) to	Fall 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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		Produce and distribute fall, spring and summer semester registration materials to current and potential students no less than two months prior to opening of instruction periods	Rob Price	adjuncts Develop and implement production and distribution plans and timelines for Spring 2008, Summer 2008 and Fall 2008 course schedules and promotional materials	three Increased SMCC FTSE for specified semesters	Plan developed and in place by 7-1-07
		Increase awareness of and public attendance at SMCC Performing Arts Center events by 50%	Rob Price	Develop and implement SMCC PAC PR and marketing plan for 2007-2008	Enhanced community awareness of SMCC performing arts events and positioning of college as key community asset and resource	Plan developed and in place by 7-31-07
		Make communities we serve aware of college and the programs, classes we offer.	Cheryl Crutcher, Debbie Nicholson, and Nassim Kashani	Work with Rob Price to promote classes. Fliers, press releases, radio spots, fairs, community meeting, interest surveys	Increased awareness and enrollment	On going.
		80 – 90% of College staff to be familiar with all upcoming new computer systems.	Fiscal Office			
		1. Create satisfaction survey for all Workforce Development courses/training. 2. Distribute satisfaction surveys to all Workforce	Raul S. & Jeff S. Raul S.	1.1 Satisfaction surveys will be distributed & collected from all workforce development students/participants. 2.1 Survey results will assist with HLC reporting and	2.1 Results used to drive future offerings & teachers/facilitators.	2007-ongoing.

**South Mountain Community College
Strategic Plan 2007-2008**

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		Development courses/training.		developing future training.		
		Create a flexible work schedule to assure coverage to meet student educational needs.	Raúl Monreal Angie Glick Angelina Valencia	Utilize flexible rotating Schedule for day, evening, & weekend coverage	Meeting student needs, student satisfaction, and recruitment of students.	On-going Evaluate by semester & Summer
	Maximize student access to (and utilization of) support service.	To assist student with a new payment plan and new checking account opportunities.	Fiscal Office			
	Increase Number of Recipients, Awards & Web Utilization	Increase number of scholarship applicants and number of web-based applications	S. McBrayer I. Moreno-Weinert	Encourage all students to apply for scholarship dollars when application cycle opens February 1 – March 31	Increase scholarship web applicants to 150	March, April 2007
		Increase private Scholarship dollars.	I. Moreno-Weinert	In conjunction with Dr. Atwater, communicate with potential private donors regarding scholarship dollars for the college.	Increase level of private scholarships to \$1.5m.	April – May, 2007
		Increase list of external scholarships on our electronic web board and share current scholarships campus-wide.	I. Moreno-Weinert	Continue to update scholarship web pages on a semester basis.	Increase current list of external scholarship links on the web to a minimum of 25 valid Arizona sources of private aid.	Fall, 2007 Spring, 2008
		Request increase in campus based program funding for both Supplemental Grants and College	Inez Moreno-Weinert	Annually and during specific 'shortfall' notification periods, request increased funding for college	Request \$90k in SEOG program funding and \$125k in the College Work Study program	Spring & Summer 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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		Work Study		work study and supplemental grant program		
		Track & contact those students who have defaulted on their student loans and are impacting on the college's Cohort Default Rate.	H. Baker	Contact students who are on the monthly default list to both discuss the resolution of defaulted loan and to encourage student to return to school if applicable	.Analyze loan defaulter data to determine if there are any predetermining factors associated with their defaulting on std. loans.	August 2007 – July 2008
		Develop a Standards of Academic Progress Committee who will assist staff with determining best measures and outcomes for repeat offenders of the SAP policy.	A. Aguirre	Analyze data of 50 repeat offenders in the SAP process and establish a plan of actions for these individuals	Determine if there are any patterns that may be influencing the repeat offender of SAP	Spring, 2008.
		Continue to problem solve new SIS system issues and implementation.	I.Moreno-Weinert A. Galindo	Attend SIS meetings and trainings through implementation	New SIS will be implemented with little to no major problems.	July 2007 – June 2008
		Request OYO funds for permanent full time Financial Aid Tech II, who will serve as a loan default prevention specialist	I.Moreno-Weinert	FA Tech II – loan officer position's primary responsibility will be to review and improve on our default prevention measures, maintain contact with our student loan borrowers to prevent dropping out as well as to bring those students back to school that have dropped out	FA Tech II will be filled as a full time permanent position	October 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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				and/or defaulted on their student loans...		
Opportunities for Access	Improve student access to desired and/or needed courses.	Identify strategic course scheduling issues (e.g. course sequence, time conflicts, time blocks, room utilization, etc.) with a goal of improved scheduling	VPAA and Division Chairs	Analyze historic course taking patterns, room utilization data, and unmet needs. Review time blocks. Develop new scheduling models and pilot during summer, fall, and spring.	Improved course schedule with reduced time conflicts, available course sections, and good course sequencing.	November 2007
		As part of Title V, we will develop 16 technologically enhanced learning modules	Amy MacPherson Jo Appogast	<ul style="list-style-type: none"> o Develop collaborative relationships with faculty o Determine content area to be developed o Determine software tools to be used o Create content materials. o Implement content in classes and/or Learning Excellence Center o Measure results o Edit as necessary 	Students will have access to 16 modules (4 math, 4 science, 4 writing, 4 critical thinking) of technologically enhanced instruction	September 30, 2008
	Improve organizational ability to offer life-long learning at all sites	Restructure internal organization to provide resources to support life-long learning (LLL) at all locations in SMCC's service area	President's Executive Staff	Conduct organizational assessment and alignment to determine leadership and resources to support.	New LLL structure including personnel to support.	July 2007
	Maximize facility	Increase the number	VPAA and A-	Conduct a room	SMCC class schedule	July 2007 and

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	utilization	of students served and sections offered by evaluating and reassigning classrooms based on need and capacity.	Team	analysis. Assign high-demand classes to larger rooms. Develop time blocks that minimize schedule conflicts. Improve use of underutilized times.	will demonstrate optimized room utilization.	ongoing throughout the year.
	Conduct Laveen community needs assessment	Conduct a community needs assessments in Laveen to determine programming that serves the community	VPAA and directors	Conduct ongoing needs assessments during all Laveen classes, at community forums, and via web.	SMCC will have aggregate data which shows programming needs and wants in Laveen. SMCC will respond by scheduling appropriate classes.	July 2007 and ongoing throughout year.
		Locate permanent Ahwatukee site	Cheryl Crutcher, Dr. Elsner, Dr. Atwater	Work with realtor, city, YMCA	Permanent location in Ahwatukee	August 2007
	Increase access to new/ revised academic programs	In collaboration with partners, develop a new Associate of Applied Science in Advanced Nursing for graduates from non-regionally accredited programs.	VPAA and partners	Complete curriculum development and approval. Conduct recruitment and advising. Initiate classes.	Students will matriculate into program.	August 2007
		Develop an Elementary Montessori certificate	VPAA, Division Chair, and Faculty	Complete curriculum development and approval. Conduct recruitment and advising. Initiate classes.	Students will matriculate into program.	August 2007
		Develop an Interpreter Training Certificate and/or Degree	VPAA, Division Chair, and Faculty	Complete curriculum development and approval. Conduct recruitment and advising. Initiate classes.	Students will matriculate into program.	August 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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	Expansion of locations, delivery methods, times, programs and services to meet the needs of our different populations.	Increase Friday and weekend enrollments in science classes	Chemistry faculty	Add a CHM235 class on Saturdays	Increase 200 level sections offered by 5%	Fall 2007
		Maintain effective College Budget and Fiscal operations.	Fiscal Office			
		Implement JR ACE (8,9 & 10) program to prepare middle school students for college	Division chairs, ACE Advisors, middle school administration	Identify 2 middle schools to participate & high schools. Provide a summer program.	JR ACE will enter the ACE program	Summer 2007
		Increase use of SMCC Web site by student, district and community by 100%	Rob Price	Develop and implement SMCC Web site PR and marketing plan for 2007-2008	Positioning of redesigned SMCC Web site as primary information and operational tool used by current and future students	Plan developed and in place by 7-1-07
		Support salary of four adjunct faculty positions to teach summer math camps	Stacey Ayers		Provide salary funding to support faculty to teach two summer math camps	July 2007 and August 2007
		Expand number of classrooms and other venues available for instructional delivery.	Manuel Lopez	Provide technology hardware, software and services, as necessary, to make newly-constructed (Title V & NAU) classrooms functional.		6/30/08
		Expand number of classrooms and other venues available for instructional delivery.	Rebecca Ramirez	Provide technology hardware, software and services, as necessary, to make		6/30/08

**South Mountain Community College
Strategic Plan 2007-2008**

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				Guadalupe Center Expansion classrooms functional.		
		Expand number of classrooms and other venues available for instructional delivery.	Rob Duggan	Phase II of a project to enhance the PAC Outdoor Amphitheatre to accommodate large events.		6/30/08
		Create Educational Spec. for Guad. Center expansion	Raúl Monreal Angie Glick Angelina Valencia	Expand classrooms, labs, service areas, flex times/scheduling, Creative diverse programming (hybrid, traditional, on-line, sequential)	Visible student access which will increase FTSE & enrollment that reflects current demographic change	On-going Evaluate by semester & Summer
	Provide additional opportunities for feeder high school students to engage academically with SMCC.	1. Maintain current high schools participating in dual enrollment.	Raul S. & Tymecca E.	1.1 Meet with the principals and point persons of each of the participating high schools. 1.2 Ensure the dual enrollment courses will continue to be offered. 1.3 Confirm with effected SMCC division chairs that courses and instructors are approved by SMCC.		9/07 9/07 5/07
		2. Expand the number of local high schools participating in dual enrollment with SMCC by 10%	Raul S. & Tymecca E.	2.1 Meet with the principals and point persons of each of the participating high schools.		10/07

**South Mountain Community College
Strategic Plan 2007-2008**

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				2.2 Meet with charter and private high schools interested in dual enrollment.		12/07
		3. Increase the number of dual enrollment courses offered by 15%.	Raul S. & Tymecca E.	3.1 With existing schools, inform of interest in all disciplines but focus on the Arts for dual enrollment opportunities.		12/07
		4. Increase the FTSE generated by dual enrollment courses by 15%.	Raul S. & Tymecca E.	4.1 Submit budget request for additional dollars to cover reimbursements to high schools. 4.2 Work closer with schools more apt to offer dual enrollment classes.		3/08 On-going
		5. Improve the marketing of SMCC dual enrollment opportunities to internal & external constituencies.	Raul S. & Tymecca E.	5.1 With Marketing & PR, create a new dual enrollment web site. 5.2 Send web link to all high school contacts and parents 5.3 Send web link to schools and parents in SEPT. and in JAN.		On-Going 9/07 & 1/08 9/07 & 1/08 On-Going 11/07 & 1/08

**South Mountain Community College
Strategic Plan 2007-2008**

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				<p>5.4 For marketing purposes, use web page as dual enrollment brochure.</p> <p>5.5 Offer dual enrollment parent/student sessions at participating dual enrollment high schools.</p> <p>5.6 Create a formal dual enrollment process which will inform all effected stakeholders how dual enrollment functions.</p>		On-Going
		6. Implement the MCCD Dual Enrollment Quality Standards	Raul S. & Tymecca E.	6.1 Initiate orientations for dual enrollment faculty at their school per Quality Standard #2.		10/07 & 1/08
	Evaluate the effectiveness of our offerings and expansion effectiveness of our communication to internal and external stakeholders.	<p>Evaluate GC course schedule template.</p> <p>Evaluate students through focus groups, suggestion box, classroom assessment, class evaluations.</p> <p>Participate in meeting with college & community</p>	Raúl Monreal Angie Glick Angelina Valencia Student Service Staff	Maintain meetings with partnerships through usage of electronic mail, newsletter, media: radio, television, & community events	Constant improvement of learning environment & student satisfaction	<p>On-going</p> <p>Evaluate by semester & Summer</p>

**South Mountain Community College
Strategic Plan 2007-2008**

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	Implement the District-wide systemic assessment and evaluation of all dual enrollment practices.	partnerships. 1. District-wide systemic assessment and evaluation of dual enrollment practices and results will be conducted at least every three years. Annual college reports will summarize dual enrollment activities and issues.	Raul S. Tymmecca E.	1.1 MCCD Dual Enrollment Task Force creating this assessment	Implement the District-wide systemic assessment and evaluation of all dual enrollment practices.	Annually
	Increase awareness of SMCC locations, programs and services, and their value to our students and community	Facilitate increase in SMCC FTSE for Fall 2007, Spring 2008 and Summer 2008 semesters commensurate to target goals set by Strategic Enrollment Management team.	Rob Price	Develop and implement comprehensive SMCC marketing and public relations plan for FY 2007-2008	Increased enrollment, community awareness, program attendance and district funding for SMCC	Plan developed and in place by 7-1-07
		Expand LLL classes in Laveen, Guadalupe, and main campus	Cheryl Crutcher, Nassim Kashani	Community Meetings, interest cards, fairs, fliers	Increased enrollment in LLL classes	On going
		Offer wide variety of LLL classes at 4 college locations	Cheryl Crutcher, Nassim Kashani	Offer permanent, fun, and informative LLL classes	Enroll new population of learners	On going
		Expand science offerings	Science faculty	Introduce ENV classes as they become available in the course bank	Introduce integrated ENV science classes	Fall 2007
		Modify math and science course offerings for cohort groups such as	MSE departments	Offer additional HCC classes during the week and during the summer sessions	Increase student access to HCC classes, currently offered only on Saturdays	Summer 2007

**South Mountain Community College
Strategic Plan 2007-2008**

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		BNFP, ABRAZO, NAU Early Childhood, ACE, Dynamic Learning (morning and afternoon)				
		Streamline the summer school schedule to eliminate classes that have low enrollments	Division chairs	Create two 4-week sessions and standardize start times	Increase summer school enrollments by 5%	Summer 2007
		Investigate the creation of hybrid/on-line mathematics courses	Helen Smith	Create a hybrid MAT082 course for Fall 2007	Introduce on-line education in math	Fall 2007
		Maximize the use of new and re-purposed facilities	Biology and Math faculty	Use the AG building and Title V lab to offer additional math and biology sections	Increase sections in mathematics and science by 5%	Fall 2007
		Maximize the use of new and re-purposed facilities	Chemistry dept	Increase use of the PS Analytical Lab by adding CHM220 and CHM220 lab	Expand the number of students working with analytical equipment by 5%	Fall 2007
		Utilize student learning environment experience to promote Guad center. Create traffic in Guad Center by collaborating with community partnerships. Utilize workforce development courses.	Raúl Monreal Angie Glick Angelina Valencia College PR Office Technology Office	Update web page Constant monitoring of web page feedback Collect data on traffic access	Increase enrollment, visibility, image of learning environment. Staff accessibility	On-going Evaluate by semester & Summer

**South Mountain Community College
Strategic Plan 2007-2008**

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		Utilize multimedia opportunities. Maintenance of web page.				
		Implement JR ACE (8,9 & 10) program to prepare middle school students for college	Division chairs, ACE Advisors, middle school administration	Get 2 middle schools & high schools to participate in a summer program	JR ACE will enter the ACE program	Summer 2007
	Maximize student achievement in academic, personal and career goals	Increase student awareness of and participation in SMCC events and opportunities by 50%	Rob Price	a. Develop and implement enhanced marquee communication plan b. Develop and implement enhanced Horizon print advertising plan	Enhanced involvement of students in SMCC campus activities, leading to increased retention rate	Both plans completed by 7-31-07
		Increase awareness of SMCC successes and accomplishments among MCCCCD students, faculty and staff, plus external audiences within service area, by 100%	Rob Price	Create SMCC Success Story one-page newsletter template and implement development and distribution plan for no less than 6 newsletters during 2007/2008	Enhance SMCC experience for current students and/or faculty through public acknowledgment of achievements and success	Plan developed and in place by 8-31-07
		Increase awareness of and public attendance at SMCC athletic events by 50%	Rob Price	Develop and implement SMCC Athletics PR and marketing plan for 2007-2008	Enhance SMCC experience for SMCC student-athletes through public acknowledgment of achievements and success	Plan developed and in place by 7-31-07
		Increase the number of students and parents who learn	D.Aguirre I.Moreno-Weinert	Coordinate community efforts to provide assistance to students	200 students will be served through this collaborative process	Aug-July, 2008

**South Mountain Community College
Strategic Plan 2007-2008**

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		about the financial aid process by collaborating with statewide or community events, and by providing quality print materials and campus wide posters.		(including TRIO students) in the FAFSA process as well as in obtaining financial aid when they transfer to any college or university	with community based organizations in the area.	
		Coordinate all print jobs and large scale poster printings with various lenders such as Wells Fargo, Chase, Sallie Mae, etc.	I.Moreno-Weinert All office print materials and posters will be provided free of charge by student loan lenders.	Coordinate all print jobs and large scale poster printings with various lenders such as Wells Fargo, Chase, Sallie Mae, etc.	1 major poster campaign and 6 (1000) student consumer print requests including 'Celebrate the Constitution' requirement will be completed and provided by lenders.	Spring, 2008
		Increase awareness of SMCC successes and accomplishments among MCCCCD students, faculty and staff, plus external audiences within service area, by 100%	Rob Price	Create SMCC Success Story one-page newsletter template and implement development and distribution plan for no less than 6 newsletters during 2007/2008	Enhance SMCC experience for current students and/or faculty through public acknowledgment of achievements and success	Plan developed and in place by 8-31-07
		Maintain at least the minimal level of technology currency specified by the Technology Master Plan (in keeping with HLC requirements).	Mike Lewis	Replace unserviceable computers, peripherals, network equipment, servers, AV & other equipment.		Annual
		Maintain at least the minimal level of technology currency	Rebecca Ramirez	Complete College-wide Wireless Access Project		6/30/08

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
		specified by the Technology Master Plan (in keeping with HLC requirements).				
		Maintain at least the minimal level of technology currency specified by the Technology Master Plan (in keeping with HLC requirements).	Mike Lewis	Phase II of AZTEC Project in collaboration with RSC		6/30/08
		Maintain at least the minimal level of technology currency specified by the Technology Master Plan (in keeping with HLC requirements).	Mike Lewis	Ensure sufficient resources are available to properly support events, college-wide software, customer service needs, and new initiatives.		Annual
		Maintain technology currency in staff work areas.	Rebecca Ramirez	Phase I of project to progressively upgrade SMCC telecommunications technology to VoIP.		6/30/08
		1) We will increase the number of faculty submitting formative and summative data by 6% (from 75 for formative to 80) (from 65 for summative to 69) 2) We will develop, administer, document and report results of departmental student	APRASL Co-Chairs and Division Chairs Division Chairs	Complete data collection forms for the formative and summative evaluations at the classroom level and report results to APRASL for improving student learning and instruction	Improve student learning and instruction; use the data to drive budgeting and the allocation of college resources. Improve student learning and instruction; use the	September 25 th , 2008 September 25 th , 2008

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
		assessment measures in a minimum of three different departments		Complete a form indicating how students will be assessed at the department level when completing courses or programs& report collective results to APRASL to improve learning outcomes	data to drive college budgeting and the allocation of resources.	
	1. Increase number of workforce development courses and programs.	Raul S. Raul S. & Eufemia	1.1 SMCC will increase the current number of courses offered to its business/industry partners by a minimum of four new courses per yr. 1.2 Expand course offerings on-site & agency locations 1.3 Continue offering Retail Management certificate at current sites. 1.4 Expand by	1. Increase number of workforce development courses and programs.	Raul S. Raul S. & Eufemia	1.1 SMCC will increase the current number of courses offered to its bus./industry partners by a min. of four new courses per yr. 1.2 Expand course offerings on-site & agency locations 1.3 Continue offering Retail Management certificate at current sites. 1.4 Expand by one business where we offer the Retail Management certificate.

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
	<p>2. Continue meeting Abrazo's requests for courses offered through Abrazo Qualifying Academy</p> <ul style="list-style-type: none"> • Fall '05 – 6 classes • Spr. '06 – 8 classes • SU '06 – 3 classes • Fall '06 - 5 <p>3. Increase the number of students and FTSE generated by Abrazo Qualifying Academy by 10%.</p> <p>4. Increase the number of students and FTSE generated by Montessori Teacher Training by 15%.</p> <p>5. With Behavioral Health faculty, increase the number of courses & FTSE generated by META Services by 20%.</p>	<p>Raul S.</p> <p>Raul S.</p> <p>Raul S. & Billie L.</p> <p>Raul S. & Cori W.</p>	<p>one business where we offer the Retail Management certificate.</p> <p>1.5 Attach college credit to H& R Block entry-level tax preparation prep. courses.</p> <p>1.6 Increase number of school districts where paraprofessional & teacher training is offered.</p> <p>2.1 Offer full compliment of courses (Abrazo requested) for Fall 2007</p> <p>2.2 Continue Spring 2008</p> <p>3.1 Increase to</p>	<p>2. Continue meeting Abrazo's requests for courses offered through Abrazo Qualifying Academy</p> <ul style="list-style-type: none"> • Fall '05 – 6 classes • Spr. '06 – 8 classes • SU '06 – 3 classes • Fall '06 - 5 <p>3. Increase the number of students and FTSE generated by Abrazo Qualifying Academy by 10%.</p> <p>4. Increase the number of students and FTSE generated by Montessori Teacher Training by 15%.</p> <p>5. With Behavioral Health faculty, increase the number of courses & FTSE generated by META Services by 20%.</p>	<p>Raul S.</p> <p>Raul S.</p> <p>Raul S. & Billie L.</p> <p>Raul S. & Cori W.</p>	<p>1.5 Attach college credit to H& R Block entry-level tax preparation prep. courses.</p> <p>1.6 Increase number of school districts where paraprofessional & teacher training is offered.</p> <p>2.1 Offer full compliment of courses (Abrazo requested) for Fall 2007</p> <p>2.2 Continue Spring 2008</p> <p>3.1 Increase to 16 FTSE</p> <p>4.1 Increase number of courses offered to</p>

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
			16 FTSE 4.1 Increase number of courses offered to school districts and/or charter schools by 10%. 5.1 Seek permanent funding for the \$60,000 program. 5.2 Maintain partnership with META and Voc. Rehab. Program 5.3 Maintain partnership utilizing credit by exam.			school districts and/or charter schools by 10%. 5.1 Seek permanent funding for the \$60,000 program. 5.2 Maintain partnership with META and Voc. Rehab. Program 5.3 Maintain partnership utilizing credit by exam.
	Establish partnerships to maximize resources and provide quality training/educational opportunities.	1. In conjunction with effected divisions, develop and offer alternative instructional methods. 2. Partner with TLC to offer technology training to community school	Raul S. & Division Chairs Raul S. & Amy MacPherson	1.1 Hybrid 1.2 Short-Term 1.3 OE/OE 2.1 Research what technology training opportunities are available to local	Establish partnerships to maximize resources and provide quality training/educational opportunities.	1. In conjunction with effected divisions, develop and offer alternative instructional methods. 2. Partner with TLC to offer technology training to community school

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
		teachers.		elementary & high school teachers. 2.2 To address unmet needs, offer training opps. to 5 local elem. & high school teachers.		teachers.
	Increase the number of work force development students who learn about and apply for financial aid.	Continue interaction with META program to ensure students understand the FAFSA process and apply early in the year.	FA staff in conjunction with EOC staff, Oscar Celaya and META counselors	Coordinate with ASU's Educ. Opportunity Center counseling staff.	80 META students will participate in a FAFSA on the web, processing workshop	Spring, 2007
Persistence	Improve assessment of programs and student learning outcomes for the purpose of continuous improvement of learning and student success.	Implement the full Academic Program Review/ Assessment of Student Learning Outcomes (APRASL) process.	VPAA, Division Chairs, Directors, and faculty & staff	Conduct APRASL for all defined programs. Provide data for program self-study. Evaluate and discuss results.	Each defined program will have conducted a comprehensive self study.	April 2008
	Increase the number of students who successfully complete their courses.	Implement a low-tech, classroom-based "Early Alert" project.	VPAA and A-Team	Develop and implement low-cost, low-tech tracking tools to monitor attendance and special needs of students.	The percentage of students lost to attrition between first day and 45 th day will decrease by 75%	August 2007
		Create a pipeline of course work for BNFP students to obtain CNA-level status.	Stacey Ayers	Coordinate the delivery of HCC130 series courses to address Title V goal	At least 30 bilingual students will be enrolled in CAN – level classes.	By January 2008
		Create open door policy.	Raúl Monreal Student Services	Provide students with tutoring, advisement,	Increase persistence, graduation, course	On-going

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
		Maintain academic services for students.	Staff	assessment, technology, & library services.	completion, & job readiness	Evaluate by semester & Summer
	Increase the number of students who re-enroll in order to complete their educational goals.	Implement a low-tech, classroom-based “Early Registration” pilot project.	VPAA and A-Team	Develop and implement a low-cost, low-tech faculty-led strategy to help students enroll for the next semester before the end of the current semester.	The percentage of continuing students enrolling for the next semester by the end of the current semester will increase by 80%	August 2007
		Maintain 80% retention rate	ACE staff & working with counseling department	Provide workshops that incorporate leadership, personal management, comm. skills to develop strategies to overcome obstacles	Seventy five percent of ACE students participate	Spring, Summer, Fall 2007
	Increase opportunities for students to connect to the college beyond the classroom.	Initiate student participation in a new bioscience club (MANRRS)	Gita Perkins	-Science Nights -Student Field Trips -Fund Raisers -Travel to regional science symposia	Twelve active students in MANRRS with at least two preparing a project for a regional symposium	May 2007
		Increase enrollment in online classes by 100%	Rob Price	Develop and implement SMCC online PR and marketing plan for 2007-2008	Establishment of SMCC as online learning provider, enabling expansion of online curriculum and growth in FTSE	Plan developed and in place by 7-1-07
		Develop a mechanism for students to apply for HACU internships	ACE staff & SMCC HACU members	Provide awareness of HACU by students attending the HACU-student conference; student and parent newsletter; SMCC HACU members informing students of	Identify two ACE students to apply for HACU internships Students apply and compete for internships	Fall 2007

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
		Develop a mechanism for students to apply for HACU	ACE staff & SMCC HACU members	opportunities available Provide awareness of HACU by students attending the HACU-student conference; student and parent newsletter; SMCC HACU members informing students of opportunities available	Identify two ACE students to apply for HACU Students apply and compete for internship	Fall 2007
		Make student aware of existing opportunities (professional clubs, associations, peer groups, community events, partnerships) Technology utilization.	Raúl Monreal Angie Glick Angelina Valencia Technology Office	Create student orientations. Club events & meetings. Mentorship programs. Maintain web page Staff presentations	Successful participation & attendance of events. Accessible lab usage during non-class times. Availability of electronic mail. Increase of staff presentations to encourage students to enroll in classes.	On-going Evaluate by semester & Summer
	Develop and implement a plan for Mandatory Orientation	Increase the number of students participating in SMCC's Mandatory Orientation	Ruben Saenz	Establish an Orientation Committee Develop a Plan by end of Spring 07 Pilot the plan with under prepared college students Implement the revised orientation by Fall 07	50% increase in the number of students who participate in SMCC's Mandatory Orientation	September 2007

**South Mountain Community College
Strategic Plan 2007-2008**

Priority	Goal	Objective	Responsible Person	Major Activities	Outcome	Date
	Maximize student access to (and utilization of) support services	Attain 100% awareness and utilization levels among SMCC students of new Student Information System	Rob Price, Raul Sandoval	Complete implementation and evaluation of SIS communication plan, developed in 2005/2006	Enhanced student access and use of SMCC support technology, resulting in increased student success and satisfaction	Completion of SIS communication plan strategies by October 2007
		Provide activities that incorporate leadership & personal mgt; develop strategies to overcome obstacles; and develop comm. skills	ACE staff & Counseling Department	Offer a variety of workshops on leadership	Maintain 80% retention rate Seventy five percent of ACE students participate	Spring, Summer, Fall
		Increase the number of students and parents from diverse populations who will attend and learn about the financial aid process.	I.Moreno-Weinert D.Aguirre A.Galindo S.McBrayer H.Baker-Augustine	Conduct a minimum 15 community and campus based workshops to a diverse group of students and parents.	400 individuals will be in attendance	Aug-July, 2008
		Flexible work schedule & staff	Raúl Monreal Student Service Staff	Maintain on-going communication with current & potential students	High number of students utilizing services, creating satisfied students.	On-going Evaluate by semester & Summer