

EL CENTRO COLLEGE  
STRATEGIC PLAN

**2011 - 2015**

## STRATEGIC PLAN COMMITTEE MEMBERS

NAME	POSITION	COMMITTEE ROLE
Holmes, Shanee	Director, Student Programs and Resources	Strategic Plan Committee Co-Chair
Schmidt, Ron	Faculty, Accounting	Strategic Plan Committee Co-Chair
ADMINISTRATORS:		
Alfaro, Fela	Exec. Dean, Student and Enrollment Svcs.	Mission/Vision Subcommittee
Browning, David	VP, Business Services	Goals Committee
Freemon, Iris	Coordinator, Resource Development	Subcommittee Co-Chair: Goals
Garcia, Robert	Exec. Director, Human Resources	Subcommittee Co-Chair: Core Values
Howden, Norman	Asst. Dean, Educational Resources	Application Subcommittee
Langford, Mark	Assoc. Regional Dir. SBDC	Application Subcommittee
Rodriguez, Ana-Maria	Exec. Director, Community Campus	Core Values Subcommittee
Shelby, Les	Instructional Dean, Division Chair	Mission/Vision Subcommittee
Smith, Gloria	Asst. Dean, Continuing Education	Goals Subcommittee
Theriot, Lisa	Exec. Dean, Comm/Math & Student Support Svcs.	Goals Subcommittee
Wilkins, Pyeper	Exec. Dean	Goals Subcommittee
FACULTY:		
Chambers, Bob	Faculty, English	
Espinoza, Ceasar	Faculty, Paralegal	Application Subcommittee
Harryman, Julia	Faculty, Radiologic Sciences	Subcommittee Co-Chair: Mission/Vision
Lee, Manasseh	Faculty, Computer Info. Technologies	Subcommittee Co-Chair: Mission/Vision
Martinez, Joe	Faculty Counselor	Mission/Vision Subcommittee
McGough, Adam	Faculty, Conflict Management	Subcommittee Co-Chair: Core Values
Michele, Gay	Faculty, Government	Core Values Subcommittee
Spiegel, Hal	Faculty, Computer Info. Technologies	Core Values Subcommittee
Stall, Beth	Faculty, Biology and Anatomy/Physiology	Subcommittee Co-Chair: Applications
STAFF:		
Colon, Alicia	Corporal, College Police	Core Values Subcommittee
Curtis, Joe	Asst. Director, Facilities Services	Mission/Vision Subcommittee
Gregory, Jeff	Instructional Support Associate	Mission/Vision Subcommittee
Johnson, Ken	College Nurse II	Core Values Subcommittee
Kornfeld, Sue	Research Associate	Subcommittee Co-Chair: Goals
Leyva, Rick	Senior Research Analyst	Subcommittee Co-Chair : Applications
Martinez, Bernadette	Program Services Specialist	Application Subcommittee
Pharr, Helen	Senior Administrative Asst.	Goals Subcommittee
Thompson, Adrienne	Senior Executive Asst.	Core Values Subcommittee
Williams, Joe Etta	Marketing Information Specialist	Application Subcommittee
Flemming, Sondra	VP, Community and Economic Development	Facilitator
McCarthy, Paul	College President	
Keller, Ida	College President Admin. Asst.	Recorder

## **STRATEGIC PLAN**

**MISSION AND PURPOSE:** El Centro College: Changing Lives Through Higher Education

We provide:

- Freshman and sophomore courses in the liberal arts
- Workforce education programs leading to Associate Degrees or certificates
- Continuing education programs for occupational or cultural enrichment
- Developmental Education programs designed for students who need additional preparation for college work
- Comprehensive student services including ongoing counseling and guidance to assist students in achieving individual or educational goals
- Adult literacy and basic skills programs
- A variety of instructional modes to include on-line and distance education
- Such other programs and services as may be prescribed by the Texas Coordinating Board, or the DCCCD governing board in the best interest of post-secondary education in Texas

## **VISION**

Recognizing the unique opportunity offered by an urban multicultural college, El Centro will purposefully promote a global perspective, trans-cultural values and competencies, and responsible citizenship. The college will focus on student success and lifelong learning with an emphasis on systematic assessment of student learning outcomes.

## **EL CENTRO CORE VALUES**

In pursuit of our Mission, we value:

### **Learning**

- By providing exemplary and innovative instruction, measured student learning outcomes, and personalized student support services
- By providing professional development opportunities for all employees

### **Diversity**

- By challenging individuals to embrace diversity through broadened concepts of self, and by expanding their views of the world and recognizing their roles in a global society

### **Integrity**

- By insuring equity and fair treatment in all policies, processes and procedures
- By valuing academic freedom and respecting the rights and views of each individual; by encouraging an honest, respectful, and continual exchange of views among students, faculty, staff, and administration

### **Excellence**

- By creating high standards of performance through the acquisition of new knowledge and a commitment to constant responsiveness to the needs of our community of learners

### **Communication**

- By encouraging the individual viewpoints of the college community through collaborative shared governance

# GOALS

## Goal #1: Student Success

Objective 1: To increase success rates in developmental math and first-tier math transfer courses			
<p><b>Objective 1:</b> By September 2015, there will be a minimum of a 5% relative increase in success rates for mathematics courses compared to the Fall 2009 baselines.</p>	Math Courses	Success Rates	
	<i>Success = A, B, C, Cr Grade</i>	Fall 2009	2015
		Baseline	Target
	Arithmetic–066	54%	59%
	Pre-Algebra –090	56%	62%
	Elem Algebra –091	52%	57%
	Interim. Algebra –093	53%	58%
	College Math I – MATH 1332	45%	50%
	College Algebra–MATH 1314	53%	58%
	Trigonometry – MATH 1316	63%	69%
	Business/Econ–MATH 1325	37%	45%
	Pre-calculus – MATH 2412	46%	51%
	Calculus I – MATH 2513	63%	69%

Objective 2: To increase the success rates in developmental level reading courses			
<p><b>Objective 2:</b> By September 2015, there will be a minimum of 5% relative increase in success rates for developmental reading courses compared to the Fall 2009 baselines.</p>	Developmental Reading	Success Rates	
	<i>Success = A, B, C, Cr Grade</i>	Fall 2009	2015
		Baseline	Target
	Dev. Reading 090	42%	50%
	Dev. Reading 091	43%	50%
Dev. Reading 093	32%	40%	
Com. Skills in Reading 300	43%	50%	

**Objective 3:** To increase the success rates in developmental level writing courses

Objective 3: By September 2015, there will be a minimum of 10% relative increase in success rates for developmental writing courses compared to the Fall 2009 baselines.	Dev. Writing Courses <i>Success = A, B, C, Cr Grade</i>	Success Rates	
		Fall 2009 Baseline	2015 Target
	Dev. Writing 090	18%	36%
Dev. Writing 091	28%	38%	

**Objective 4:** To increase the number of Associate Degrees earned by ECC students

By June 2015, increase the number of Associate Degrees awarded to 530 compared to a 2008-2009 baseline of 481 degrees.

**Objective 5:** To increase the number of ECC students earning core requirements for transfer

By 2015, increase by 33% the number of students earning core requirements for transfer over the 2008-09 baseline of 124 students. 2015 target = 165 students

**Objective 6:** To articulate technical transfer degree programs for transfer to four-year institutions

By September 2015, there will be a minimum of 12 articulation pathway agreements signed for transfer of ECC technical degree programs to four-year colleges and universities, compared to a 2010 baseline of zero (0).

**Objective 7:** To significantly expand and strengthen the personal and academic guidance and mentoring provided to ECC students who are not served by special programs

By September 2015, 60% of all students will be served by case management advising, mentoring, supplemental instruction, summer bridge and/or learning support compared to the 2010 baseline of 11% served by special programs.

## **Goal #2: Employee Success**

### **We will:**

- Equip employees with necessary tools and training
- Encourage professional development through use of existing district and college resources (to be tracked through Colleague)

## **Goal #3: Economic and Workforce Development**

- Increase Continuing Education contact hours by 5% by August 31, 2013
- Increase contract training revenue by 5% by August 31, 2013

## **Goal #4: Sustainable College & Community Development**

- Establish benchmarks for recycling by June 1, 2011
- Establish benchmarks for energy usage and reduction by June 1, 2011
- Increase student participation in service learning by August 31, 2014
- Utilize student organizations to expand outreach to community organizations
- Survey employees to determine collective community service involvement amongst faculty and staff by October 1, 2011
- Improve aesthetics of El Centro College's campuses by using existing resources and increasing faculty and staff participation to promote a safe, attractive & engaging facility

## **Goal #5: Streamlined Business & Fiscal Processes**

- Analyze annual Control Self-Assessment survey results; internally develop and deliver appropriate professional development to address deficiencies
- Provide regularly scheduled training college-wide on business office procedures
- Fully implement Paperwise throughout the college by September 1, 2012

## **Goal #6: Organizational & Institutional Effectiveness**

- Increase enrollments with an emphasis on distance education
- Ensure equal measurement of student learning outcomes and success factors in all courses, including Distance Education courses
- develop annual division/department growth goals that align with the 2020 Completion Agenda
- Increase emphasis on grant management and compliance through professional development and increased monitoring
- Increase to 100% the number of program and service areas with measurement outcomes identified, including appropriate ¡HOLA! (Honing Outcomes and Learn Assessment) and CIE outcomes.