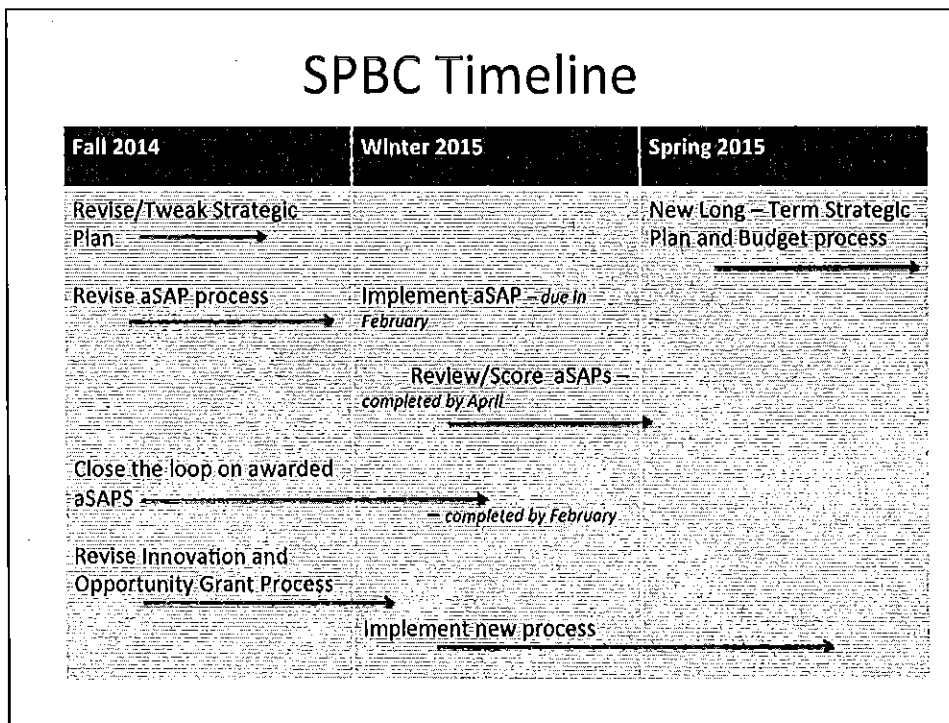


## SPBC Timeline



## SPBC Tasks 2014-15

| Task                              | October      | November 1 <sup>st</sup>             | November 2 <sup>nd</sup>       | December 1 <sup>st</sup> |
|-----------------------------------|--------------|--------------------------------------|--------------------------------|--------------------------|
| Tweak Strategic Plan              | Assign group | Present proposed revisions           | Finalize revisions             |                          |
| Revise aSAP                       | Assign group | Identify changes - develop work plan | Implementation                 |                          |
| Revise Innovation and Opportunity | Assign group | Identify changes - develop work plan | Implementation                 |                          |
| Review funded aSAPS               | Assign group |                                      | Streamlined SAP reporting form |                          |

Shoreline Community College  
STRATEGIC PLAN 2013

Initiative # 1 Increase Enrollment, Retention, and Completion

GOALS

- 1.1 Streamline enrollment and financial aid processes for students
  - 1.2 Internationalize the campus
  - 1.3 Increase enrollment, retention and completion
    - 1.3a International students
    - 1.3b On-line students
    - 1.3c Veteran students
  - 1.4 Increase K-12 collaboration and pathways to completion
  - 1.5 Improve access to and quality of academic advising including an emphasis on
    - 1.5a International
    - 1.5b ESL
    - 1.5c Developmental Education
  - 1.6 Manage college enrollment, retention, and completion to increase "Student Achievement Initiative" (SAI) points
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Initiative #2 Leverage Community Engagement

GOALS

- 2.1 Close the skills gap by developing instructional programs to meet Industry needs
  - 2.2 Develop business partnerships and community relationships
  - 2.3 Increase resources/revenue
- 

Initiative #3 Develop Physical / Technical Infrastructure and Human Resources

GOALS

- 3.1 Empower staff and faculty through employee training and professional development
- 3.2 Improve infrastructure to appropriately meet current and future campus needs
  - 3.2a Technological
  - 3.2b Physical
- 3.3 Review and Streamline the college's administrative processes

## **Shoreline Community College Areas of Focus for 2014-2015**

At Shoreline Community College, we strive to be a world-class leader in student success and community engagement. To achieve this bold vision, we focus our mission to serve the educational, workforce and cultural needs of the diverse communities we serve. To become world class in meeting those needs, we seek excellence in all efforts, including hiring, training, student services, teaching, college operations and leadership.

We achieve the goal of excellence through processes that include critical analysis and benchmarking of our current practices and identity. We use that information to identify, modify and adopt practices that enable continuous improvement. When we can do this at a level of excellence, we are world class.

Building on the objectives of the 2013 Strategic Plan, the following Areas of Focus for 2014-15 will allow the college to effectively direct its work and attention.

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### **Initiative #1 Increase Enrollment, Retention, and Completion**

#### **Student Enrollment & Satisfaction – supports Core Themes (Student Success and Educational Attainment and Program Excellence)**

(Strengthen our student success strategies from application, enrollment, persistence, retention, student learning to completion)

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

- a. Develop the infrastructure to improve support for all students from application to enrollment
- b. Map out current student success initiatives to determine effectiveness, as well as next steps for implementation of the First Year Experience (FYE) which include such elements as: assessment, placement, orientation, advising, and a first-year college course
- c. Increase student access through class offerings and improved scheduling
- d. Benchmark processes for enrollment and student financial aid to create a more seamless process for students
- e. Support faculty in their efforts to explore and implement high impact pedagogies that support student success
- f. Continue to advance global and multicultural education to prepare students for the 21<sup>st</sup> century
- g. Improve student retention, persistence and completion by using best and promising practices
- h. Evaluate learning spaces (casual and classroom) throughout the campus to foster improved academic success
- i. Evaluate a University Transfer Center with strong ties to key partner universities
- j. Explore research-based incentives to increase student completion of certificate and degree programs

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## **Initiative #2 Leverage Community Engagement**

### **Community Outreach – supports Core Theme: Community Engagement and College Stewardship**

**Launch a communications plan to improve the 'ownership' of Shoreline Community College by the communities we serve.**

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

Provide support to achieve the following:

- a. Involve community leaders in a comprehensive fund raising campaign
- b. Begin the campaign to raise capital and scholarship funds
- c. Implement an ongoing community engagement plan once the initial capital drives are completed
- d. Build relationships and assess community needs by increasing outreach to community organizations

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## **Initiative #3 Develop Human Resources and Physical/Technical Infrastructure**

### **Hiring and Talent Development – supports Core Theme: Program Excellence and Access and Diversity**

**Develop the infrastructure to attract, recruit, hire and retain employees to meet the diverse students and communities we serve**

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

- a. Design a comprehensive recruitment and hiring plan that attracts, selects and retains a workforce that reflects the students and communities we serve
- b. Assess the needs of our employees and provide opportunities to strengthen their skills, abilities, and professional knowledge to meet the diverse needs of students and community
- c. Create a comprehensive staff development plan grounded in our values of equity and inclusion that prepares employees for internal successions and promotions
- d. Reinvigorate professional development aimed at the exploration and adoption of best practices
- e. Ensure we have a college leadership structure to provide the necessary direction to achieve the mission of the college

## **Strategic Planning – supports Core Theme: Program Excellence**

**Complete a strategic plan for the college by Fall 2015 and begin implementing the strategies from that plan**

The following tactics have been developed by the President and the college leadership to accomplish the following areas of focus:

It is anticipated that an inclusive planning process will begin by January 2015 and engage the campus community as well as the communities we serve, in discussions on the following topics:

- a. Academic Programs and Student Services
  - b. Governance
  - c. Human Resources
  - d. Communications and Marketing
  - e. Facilities, Equipment and Technology
  - f. Finances (Both operating and capital needs to include revenue and expenses)
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