

## **DISTRICT STRATEGIC PLANNING PRIORITIES**

The District Strategic Planning Committee has established the following list of thirteen strategic planning priorities. The list has been refined into six major categories for purposes of Mesa's own planning. (Numbers are those in the original district list.)

### **STRENGTHENING DISTRICTWIDE SUPPORT INFRASTRUCTURE**

Priority No. 1: Modernization of enrollment planning and growth management programs and strategies

Priority No. 2: Need for innovation in outreach, recruitment, marketing, advertising approaches and promotional activities.

Priority No. 3: Maintaining and upgrading our overall technological competitive advantage in the district's administrative and instructional functions.

Priority No. 13: Formalizing strategic planning processes for routinely mapping and monitoring districtwide progress in the adoption of strategic planning priorities, programs, policies and procedures and supporting the stated SDCCD vision, mission, goals and objectives.

### **STRENGTHENING PARTNERSHIPS AND COLLABORATIVES**

Priority No. 4: Need to improve stronger linkages for K-16 student learning and career pathways to improve academic success and student support services.

Priority No. 6: Strengthening campus partnerships with business and industry for better expanding regional workforce, economic and community development efforts.

### **SUPPORTING PROFESSIONAL/LEADERSHIP DEVELOPMENT**

Priority No. 10: Promotion of a more dynamic organizational climate for on-going opportunities for faculty, professional and administrative staff development and growth.

### **EMPHASIZING INSTRUCTIONAL SUPPORT/STUDENT SUCCESS**

Priority No. 5: Promotion of more culturally-relevant, cutting-edge instructional pedagogies, methods and approaches.

Priority No. 8: Forging stronger linkages across the credit and non-credit sectors of the district's instructional programs and services.

Priority No. 9: Strengthening and improving academic programs with an integrated emphasis on student learning outcomes, global learning objectives, and alternative instructional delivery systems and methods.

## **ENSURING EMERGENCY/DISASTER PREPAREDNESS**

Priority No. 7: Strengthening districtwide preparedness and planning for major, unexpected catastrophic events.

## **RESOURCE DEVELOPMENT**

Priority No. 11: Identification and promotion of strategies to ensure stabilized and diversified funding resources.

Priority No. 12: Expanding district technical assistance services and expertise for proposal development and grantsmanship.

No.	Strategic Planning Priority	Mesa Goals for 2006-07	Lead Responsibility
<b>I. STRENGTHENING DISTRICTWIDE SUPPORT INFRASTRUCTURE</b>			
	Priority No. 1: Modernization of enrollment planning and growth management programs and strategies.	<p>1. Develop enrollment management strategies and plans designed to ensure Mesa's recovery from the 2005-06 enrollment decline; including the identification of causal factors and direct responses to each.</p> <p>4. Design/develop a "tool box" of practical application instruments to support staff in the management of college programs including:</p> <ul style="list-style-type: none"> <li>• A campus-based enrollment management process with practical and "real time" tools designed to improve, monitor and implement strategies to reach enrollment targets.</li> </ul>	Vice President, Instruction
	Priority No. 2: Need for innovation in outreach, recruitment, marketing, advertising approaches and promotional activities.	<p>4. Design/develop a "tool box" of practical application instruments to support staff in the management of college programs including:</p> <ul style="list-style-type: none"> <li>• A revised marketing and outreach strategy that is targeted directly to the Mesa service area with particular focus on: <ul style="list-style-type: none"> <li>i. Under-represented students</li> <li>ii. Non-credit adult education students</li> <li>iii. <i>High Schools</i></li> <li>iv. <i>Working adults</i></li> </ul> </li> </ul>	Vice President, Student Services

	Priority No. 3: Maintaining and upgrading our overall technological competitive advantage in the district's administrative and instructional functions.	<i>Maintain and improve technological support for instruction, student services, and administrative services; expand the college's capacity for online education and classroom technology.</i>	Dean, LRC and Technology
	Priority No. 13: Formalizing strategic planning processes for routinely mapping and monitoring districtwide progress in the adoption of strategic planning priorities, programs, policies and procedures and supporting the stated SDCCD vision, mission, goals and objectives.	3. Develop a well established Strategic Planning Process that builds on existing practices by: <ul style="list-style-type: none"> <li>• Establishing clear goals and objectives for Mesa's Executive Staff including a work plan that integrates college and district-wide goals.</li> <li>• Strengthening an ongoing process that links planning and budgeting.</li> <li>• Participating in district-wide strategic planning activities and integrating Mesa's specific issues, concerns and planning procedures into the process.</li> </ul>	President
		2. Lead a process designed to institute a valid climate of informed decision making through development of a research agenda for Mesa College including the production of a "data book" including clear indicators of college performance designed to inform college faculty and staff, chancellor and district office staff.	Dean, Instructional Services, Resource Development & Research
		4. Design/develop a clear and "use friendly" packet of capital construction projects that addresses future plans, current status and timeline for completion including: <ul style="list-style-type: none"> <li>v. Proposition S projects</li> </ul>	Vice President, Administrative Services

		vi. Five-year deferred maintenance projects Proposed future bond projects	
<b>II. STRENGTHENING PARTNERSHIPS AND COLLABORATIVES</b>			
	Priority No. 4: Need to improve stronger linkages for K-16 student learning and career pathways to improve academic success and student support services.	6. Strengthen and evolve collaboratives and partnerships including: <ul style="list-style-type: none"> <li>• K-14 alliances (MCHS/ECHS/MET Schools)</li> <li>• Intersegmental partnerships (K-G)</li> <li>• Business and industry partnerships</li> <li>• Community based partnerships</li> </ul>	President Vice President, Student Services Vice President, Instruction
	Priority No. 6: Strengthening campus partnerships with business and industry for better expanding regional workforce, economic and community development efforts.	5. Promote and evolve the concept of “Campus as Community” by <ul style="list-style-type: none"> <li>• seeking and providing opportunities to involve the campus in community activities</li> <li>• service learning</li> <li>• increased use of campus facilities to host appropriate community organizations and their events, and</li> <li>• forums on current issues of concern for the San Diego region.</li> </ul>	President Vice President, Student Services Vice President, Instruction
<b>III. SUPPORTING PROFESSIONAL/LEADERSHIP DEVELOPMENT</b>			
	Priority No. 10: Promotion of a more dynamic organizational climate for on-going opportunities for faculty, professional and administrative staff development and growth.	10. Strengthen and refine human resource development processes including: <ul style="list-style-type: none"> <li>• Refinement of selection/hiring process for faculty and staff.</li> <li>• <i>Continuing to increase the number of fulltime faculty and staff positions</i></li> <li>• Informed awareness of the organizational, faculty and staffing needs of the college.</li> <li>• Informed awareness about workforce</li> </ul>	Vice President, Instruction

		diversity in all areas.	
<b>IV. EMPHASIZING INSTRUCTIONAL SUPPORT/STUDENT SUCCESS</b>			
	Priority No. 5: Promotion of more culturally-relevant, cutting-edge instructional pedagogies, methods and approaches.	7. Support/incentivize curriculum innovation including but not limited to: <ul style="list-style-type: none"> <li>• Global competence</li> <li>• Computer literacy</li> <li>• Innovative uses of technology</li> <li>• Alternative learning styles</li> </ul>	Vice President, Instruction
	Priority No. 8: Forging stronger linkages across the credit and non-credit sectors of the district's instructional programs and services.		
	Priority No. 9: Strengthening and improving academic programs with an integrated emphasis on student learning outcomes, global learning objectives, and alternative instructional delivery systems and methods.		
<b>V. ENSURING EMERGENCY/DISASTER PREPAREDNESS</b>			
	Priority No. 7: Strengthening districtwide preparedness and planning for major, unexpected catastrophic events.	<i>Develop a Mesa College disaster preparedness plan in concert with district.</i>	President Vice President, Administrative Services
<b>VI. RESOURCE DEVELOPMENT</b>			
	Priority No. 11: Identification and promotion of strategies to ensure stabilized and diversified funding resources.	7. Enhance the college's capacity for resource and grant development by working closely with district office staff efforts in this area.	Dean, Instructional Services, Resource Development & Research
	Priority No. 12: Expanding district	District function	

	technical assistance services and expertise for proposal development and grantsmanship.		
		9. Participate in concert with the district's legislative agenda to provide advocacy in support of pertinent issues. Inform the District's legislative agenda to ensure that Mesa College specific issues are integrated in the development of	President