

No.	Mesa Strategic Planning Priority	Mesa Goals for 2006-07	Lead Responsibility
<p>I. STRENGTHENING COLLEGE SUPPORT INFRASTRUCTURE</p> <p>Mission Statement: “San Diego Mesa College ... has a vital role in higher education with a commitment to provide excellent educational programs and services to its students and the community.”</p>			
	<p>Priority No. 1: Modernize enrollment management.</p>	<ul style="list-style-type: none"> a. Develop enrollment management strategies and plans designed to ensure Mesa meets enrollment targets. b. Develop practical applications to manage college programs. c. Develop real-time enrollment management data and analysis tools. 	<p>Vice President, Instruction [lead]</p> <p>Vice President, Student Services</p> <p>Campus-Based Researcher</p>
	<p>Priority No. 2: Develop innovative student access and promotional strategies.</p>	<p>Design innovative marketing and outreach strategies for targeted service areas:</p> <ul style="list-style-type: none"> i. Under-represented students ii. Non-credit adult education students iii. High Schools iv. Working adults v. Military education 	<p>Vice President, Student Services [lead]</p> <p>Vice President, Instruction</p> <p>Public Information Officer</p> <p>Marketing Committee</p>
	<p>Priority No. 3: Optimize Mesa’s technological competitive advantage.</p>	<p>Maintain and improve technological support for:</p> <ul style="list-style-type: none"> i. Instruction ii. Student Services iii. Administrative Services iv. Distance Education 	<p>Dean, LRC and Technology [lead]</p> <p>Vice President for Administrative Services</p> <p>Information Technology</p>

			Committee
	Priority No. 4: Institutionalize the college's strategic planning processes.	a. Develop a well established Strategic Planning Process that builds on existing practices by: <ul style="list-style-type: none"> i. Establishing clear goals and objectives for Mesa's Divisions that incorporate college and district-wide goals. ii. Strengthening an ongoing process that links planning and budgeting. iii. Integrating Mesa's goals and objectives into district-wide strategic planning activities 	President [lead] All VPs
		b. Ensure a culture of evidence in all planning processes through: <ul style="list-style-type: none"> i. Developing a research agenda ii. Creating a "data book" on Mesa statistics iii. Developing clear indicators of college performance 	Dean, Instructional Services, Resource Development & Research [lead] Program Review Committee Research Committee
		c. Develop a transparent capital construction planning process for: <ul style="list-style-type: none"> i. Proposition S projects ii. Five-year deferred maintenance projects iii. Proposed future bond projects and other capital construction projects. d. Develop a transparent dissemination process for capital construction projects including all	Vice President, Administrative Services [lead] Facilities Committee Budget Committee

		college constituencies: i. Faculty and Staff ii. Students iii. Community Stakeholders iv. Organizational Partners	
	Priority No. 5: Pursue alternative revenue streams.	Enhance the college’s capacity for resource and grant development by working closely with: i. District office staff ii. Community Partners iii. Business iv. Industry v. Foundation	Vice President, Administrative Services [lead] Dean, Instructional Services, Resource Development & Research
	Priority No. 6: Strengthen emergency preparedness.	a. Develop a Mesa College disaster preparedness plan in concert with district. b. Develop contingency plans for health emergencies such as a pandemic.	President Vice President, Administrative Services [lead] Vice President, Student Services
II. STRENGTHENING COLLEGE PARTNERSHIPS AND COLLABORATIVES			
Mission Statement: “San Diego Mesa College cultivates relationships with the total community, offering programs for the benefit of college students of all backgrounds and ages, including those wishing to re-enter the educational process.”			
	Priority No. 7: Strengthen linkages for K-16 student learning and career	Strengthen collaboratives and partnerships including:	President Vice President, Student

	pathways.	<ul style="list-style-type: none"> i. K-14 Alliances ii. Intersegmental Partnerships iii. Business and Industry Partnerships iv. Community Partnerships 	<p>Services Vice President, Instruction</p> <p>Outreach</p>
	Priority No. 8: Strengthen campus partnerships with business and community.	<p>Promote the concept of “Campus as Community” by:</p> <ul style="list-style-type: none"> i. Involving the campus in community activities ii. Service learning iii. Increasing use of campus facilities to host community organizations and events iv. Hosting forums on current regional issues 	<p>President Vice President, Student Services Vice President, Instruction</p> <p>Director of EOPS, Student Support Services, and College Outreach.</p> <p>EOPS/Campus Outreach Coordinator</p>
<p>III. SUPPORTING PROFESSIONAL/LEADERSHIP DEVELOPMENT</p> <p>Mission Statement: “Through participatory governance, all segments of the college promote excellence in college programs and governance, engage in on-going dialog about quality, assess how well learning is occurring, and implement institutional changes to improve student success.”</p>			
	Priority No. 9: Promote a dynamic professional climate.	<p>Strengthen human resource processes including:</p> <ul style="list-style-type: none"> i. Refinement of selection process for all staff. ii. Enhancement of the college’s organizational structure. iii. Continuing to increase the number of fulltime faculty and staff positions 	<p>Vice President, Instruction</p> <p>Vice President, Student Services</p>

		<ul style="list-style-type: none"> iv. Informed awareness of the organizational, faculty and staffing needs of the college. v. Informed awareness about workforce diversity in all areas. vi. Provide ongoing professional development activities for all employees. 	
IV. EMPHASIZING INSTRUCTIONAL SUPPORT/STUDENT SUCCESS			
Mission Statement: “The College is committed to providing education and services that promote access, retention, and student success.”			
	Priority No. 10: Promote innovative instructional methods.	Establish programs directed at: <ul style="list-style-type: none"> • New pedagogies • Innovative technological applications • A variety of student learning styles • Identify individual non-credit disciplines with direct relevance to credit programs • Establish non-credit to credit articulation agreements 	Vice President, Instruction
	Priority No. 11: Enhance credit and non-credit linkages across the district		
	Priority No.12: Strengthen student learning objectives in academic programs and student support services.		