Strategic Goals & Institutional Objectives 2014-2015

The following are the Peralta Community College District’s Strategic Goals and Institutional Objectives for the Academic Year 2014-15 (July 1, 2014 – June 30, 2015) which will be evaluated in Summer 2015.

**Strategic Focus for 2014-2015:** Our focus this year will be on student success in the core educational areas of basic skills/ESOL (English for speakers of other languages), transfer, and CTE (career technical education) by encouraging accountability, outcomes assessment, innovation and collaboration while spending within an established budget.

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<th>Strategic Goals</th>
<th>2014-2015 Institutional Objectives</th>
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| A: Advance Student Access, Equity, and Success | A.1 **Student Access:** Increase enrollment for programs and course offerings in the essential areas of basic skills/ESOL, CTE and transfer to achieve the District target of 19,355 RES FTES.  
A.2 **Student Success:** Increase students’ participation in SSSP eligible activities by 50%, with specific emphasis on expanding orientations, assessments, academic advising and student educational plans.  
A.3 **Student Success:** Using baseline data, increase student engagement in activities such as student governance, student life activities, Student leadership development, service learning programs, learning communities, student employment, etc.  
A.4 **Student Equity Planning:** Address the achievement gap through fully developing and implementing the student success and equity plans at each campus. |
| B: Engage and Leverage Partners | B.1 **Partnerships:** Develop a District-wide database that represents our current strategic partnerships and relationships.  
B.2. **Partnerships:** Expand partnerships with K-12 institutions, community based organizations, four-year institutions, local government, and regional industries and businesses. |
| C: Build Programs of Distinction | C.1 **Student Success:** Develop a District-wide first year experience/student success program.  
C.2 **Student Success:** Develop an innovative student success program at each college. |
| D: Strengthen Accountability, Innovation and Collaboration | D.1 **Service Leadership:** Provide professional development opportunities for faculty, staff and administrators that lead to better service to our students and colleagues.  
D.2 **Institutional Leadership and Governance:** Evaluate and update policies and administrative procedures and the PBIM participatory governance structure. |
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<th>Institutional Effectiveness: Update the PCCD Strategic Plan, College Educational Master Plans, District-wide Technology Plan, District-wide Facilities Plan, Comprehensive Program Reviews and Annual Program Updates to ensure that outcomes and assessments are aligned with PCCD Strategic Goals and Institutional Objectives.</th>
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<td>D.3.</td>
<td><strong>Expand the Use of Technology:</strong> Provide opportunities for training in Moodle, use of library databases, online teaching and learning resources, online student support services, web-based educational software/applications, smart classrooms, and administrative applications.</td>
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| E: Develop and Manage Resources to Advance Our Mission | E.1 **FTES/FTEF Target:** Achieve the District target FTES/FTEF within budget.  
E.2 **Budget to Improve Student Success:** Increase alternative funding sources including, but not limited to, the Peralta Colleges Foundation, non-RES tuition, grants, etc.  
E.3 **Fiscal Oversight:** Enhance communication between the District and the colleges; prudently manage fiscal resources (general fund, bonds, benefits, OPEB, etc.); enhance processes contained in administrative procedures.  
E.4 **Support Quality Instruction:** Increase investments in materials, equipment, and teaching and learning resources to enhance student learning outcomes. |