

Strategy Map

Scorecard Perspective: External Stakeholders <i>How well do we respond to the needs of our students, the community, business, industry, government and accrediting agencies?</i>	
<p>Goal 1: Develop the scope, quality, accessibility and accountability of instructional and student service offerings, programs, and services.</p> <p>Strategies</p> <p>1.2. Student Success and Access: Student access and success through availability, quality and assessment of support services and student learning outcomes.</p> <p>1.3. Outreach & Responsiveness to Community Needs: Broad outreach efforts that build partnerships and respond to educational community needs</p>	<p>Indicators and Outcome Measures</p> <p>Retention and Persistence</p> <p>1.2 Retention rates</p> <p>1.2 Term persistence rates</p> <p>Success</p> <p>1.2 All courses successful completion rates</p> <p>1.2 Basic skills improvement rates</p> <p>1.2 SRTK transfer-prepared rate (completion)</p> <p>1.2 SRTK transfer rate</p> <p>Access</p> <p>1.2 Counselor to student ratio</p> <p>1.2 Financial Aid recipient rate</p> <p>Community & Student Satisfaction/Perception</p> <p>1.2 Student satisfaction overall ratings</p> <p>1.3 Community perception overall ratings</p> <p>3.1 Community perception overall ratings</p> <p>Employability</p> <p>1.2 VTEA Core Indicator- Retention</p> <p>Marketing and Public Relations</p> <p>3.2 Number of marketing and PR events</p>
<p>Goal 3: Fulfill the college's role as a leading academic and cultural center for the community through partnerships with business, the community, and non-profit organizations.</p> <p>Strategies</p> <p>3.1 Cultural Center for the Community: A position and presence in the community as a major cultural center.</p> <p>3.2 Marketing, Outreach and Connections to Business and the Academic Communities: Broad outreach and marketing efforts that incorporate continuous evaluation of community needs for comprehensive planning to build public awareness.</p>	
Scorecard Perspective: Internal Stakeholders <i>How well do we respond to the needs of our college leadership, management, staff, faculty and the Board?</i>	

Goal 2: Enhance institutional effectiveness in the planning and decision-making processes through cooperative leadership, effective communication, and shared governance.

Strategies

- 2.1. Integrated Planning and Institutional Performance Measurement: An integrated planning system that responds to all stakeholders and tracks and measures college-wide performance indicators.
- 2.2 Effective Communication: Widespread, continuous and reliable communication that informs decision-making processes and ensures institutional effectiveness.
- 2.3 Safe and Secure Campus: A safe and secure environment that includes staff trained in emergency procedures.

Indicators and Outcome Measures

Program and Service Quality

2.1 Number of Program Reviews completed

Employee Satisfaction and Perception

2.2 Employee overall satisfaction ratings
2.2 Employee perception of governance process

Safety

2.3 SRTK crime statistics

Scorecard Perspective: Financial and Business Operations

How well do we manage our productivity, efficiency and fiscal responsibilities?

Goal 4: Provide adequate human, physical, technological and financial resources to successfully implement educational programs and student services in order to improve student learning outcomes.

Strategies

- 4.1 Integrated and Evidence-based Resource Planning System: A comprehensive, integrated and evidence-based resource planning system that responds to all stakeholders and is tied to budget, program and services decisions.
- 4.2 Updated Facilities: Updated facilities that include timely replacement of equipment.

Indicator and Outcome Measures

Productivity

4.1 FTES
4.1 WSCH

Efficiency

4.1 Load
4.1 Fill rates

Budget Efficiency

4.1 Actual expenditures to total budget ratio

Facilities Planning

4.2 Capital improvement expenditures

Scorecard Perspective: Innovation and Growth

How well do we continuously improve and create value?

Goal 1: Develop the scope, quality, accessibility and accountability of instructional and student service offerings, programs, and services.

Strategy

1.1 Innovative Programs, Services and Modes of Delivery: An innovative and comprehensive balance of programs, courses, services and modes of delivery that meet student and community needs.

Goal 5: Offer faculty and staff opportunities for professional growth and advancement.

Strategy

5.1 Comprehensive Staff Development Program: Unified and coordinated staff development programs that are dynamic, comprehensive and rich.

Indicators and Outcome Measures
Program and Service Enhancement

1.1 Number of new courses/ approved

1.1 Percentage of technology instruction

1.1 Amount of PIF funding

Grant Procurement

1.1 Amount of grant-funded

Staff Development Opportunities

5.1 Number of internal opportunities and participants

and participants

5.1 Amount of professional development funds