Measurable Objectives for 2010-16 Strategic Directions and College Goals

Strategic Direction 1. Increase student success college-wide.

College Goal 1-A. Increase the proportion of credit students who demonstrate academic progress.

Objective 1-A1. By March 2013, the student transfer and achievement rate for the 2006-07 cohort will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

Objective 1-A2. By March 2013, the number of degrees and certificates awarded will increase by 7%, compared to 2008-09.

College Goal 1-B. Increase the proportion of students who earn at least 30 units.

Objective 1-B1. By March 2013, the percentage of students in the 2006-07 cohort who earned at least 30 units will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

College Goal 1-C. Increase the proportion of students who persist from a fall term to the subsequent fall term.

Objective 1-C1. By March 2013, the fall-to-fall persistence rate for the 2010 cohort will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

College Goal 1-D. Increase the proportion of students who successfully complete credit vocational courses and basic skills courses.

Objective 1-D1. By March 2013, the 2011-12 successful basic skills course completion rate will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

Objective 1-D2. By March 2013, the 2011-12 successful vocational (career and technical education) course completion rate will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.
College Goal 1-E. Increase the proportion of students who successfully complete a higher level course after completing a lower level ESL or basic skills course.

Objective 1-E1. By March 2013, the ESL improvement rate for the 2009-10 cohort will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

Objective 1-E2. By March 2013, the basic skills improvement rate for the 2009-10 cohort will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

College Goal 1-F. Increase the proportion of non-credit students who demonstrate career development and college preparation progress (CDCP).

Objective 1-F1. By March 2013, the career development and college preparation progress rate for the 2009-10 cohort will equal or exceed the state average or peer group average, as documented in the Accountability Reporting for the Community Colleges annual report.

College Goal 1-G. Improve achievement of institutional, program, and course student learning outcomes.

Objective 1-G1. By June 2012, students’ performance on one general education/transfer core competency will exceed the performance on that competency compared to the prior year, as measured by the designated assessment instrument.

College Goal 1-H. Foster effective student engagement practices among students.

Objective 1-H1: By June 2011, increase student awareness of the iFALCON campaign and implementation of iFALCON practices above the baseline levels, as documented in the iFALCON assessment report.

Strategic Direction 2. Enhance a culture that develops, nurtures, and sustains effective employees and leaders.

College Goal 2-A. Establish and implement a leadership development program.

Objective 2-A1. By June 2011, implement a program to provide leadership development for classified staff, faculty, and managers interested in pursuing entry or advanced leadership positions, as documented in Staff Development Committee minutes.
Objective 2-A2. By June 2012, at least 20 classified staff, faculty, and/or managers will have participated in the leadership development program, as documented in an annual report.

College Goal 2-B. Develop and support leadership opportunities.

Objective 2-B1. By June 2012, at least 20% of the employees participating in the leadership development program will have assumed new leadership roles, as documented in an annual report.

College Goal 2-C. Establish and implement a comprehensive staff development plan that meets the needs of all employee groups.

Objective 2-C1. By June 2011, the Staff Development Plan will be revised to meet the needs of all employee groups, as documented by an assessment conducted by the Staff Development Committee.

College Goal 2-D. Enhance a culture that embraces diversity in all of its forms.

Objective 2-D1. By June 2012, Cerritos College students and employees will assess the campus climate related to diversity as being “satisfactory” or “very satisfactory”, on average, as measured by ratings on a designated assessment instrument, such as the Noel-Levitz Student Satisfaction Inventory and Institutional Priorities Survey.

Strategic Direction 3. Enhance effectiveness and efficiency through resource management.

College Goal 3-A. Better develop and utilize human resources.

Objective 3-A1. The fall 2011 instructional efficiency rate will exceed the fall 2008 efficiency rate, as calculated by dividing weekly student contact hours by full-time instructor equivalents.

College Goal 3-B. Better utilize current fiscal resources and develop additional resources.

Objective 3-B1. The proportion of the 2011-12 budget supported by external funds will exceed the proportion of the 2008-09 budget supported by external funds, as documented in the annual auditor’s report.

College Goal 3-C. Better develop and utilize facility resources.

Objective 3-C1. By June 2012, replace the Liberal Arts Building, as evidenced by classes being conducted and services being offered in the new building.
Objective 3-C2. By June 2011, assess current learning spaces and develop a plan to bring all learning spaces up to an agreed upon standard, as evidenced in documentation showing adoption of the plan by the Facilities Planning Committee and the Student Success Committee.

Objective 3-C3. By June 2011, the average space utilization rate will exceed the 2008-09 rate by 5%, as documented in the Space Utilization Report.

College Goal 3-D. Establish and sustain continuous quality improvement of information technology resources, including enhancing utilization of existing resources.

Objective 3-D1. By June 2011, the Information Technology Department will have migrated 50 Ericsson phones per month to ShoreTel, as documented by 2010-11 installation records.

Objective 3-D2. By June 2011, the Information Technology (IT) Department will have upgraded 500 PCs or lab computers to Windows 7, as documented by 2010-11 IT records.

Objective 3-D3. By December 2011, users will assess the course management system and the assessment results will be used to set improvement targets, as documented in the Information Technology Master Plan and the Learning Resources Center unit plan.

Strategic Direction 4. Develop and expand instructional programs that address community workforce needs.

College Goal 4-A. Establish and/or enhance instructional programs in areas having high job growth and student demand.

Objective 4-A1. By June 2012, at least one program identified as having high job growth will develop, expand or improve course offerings, as documented in the class schedule or Curriculum Committee minutes.

Objective 4-A2. By June 2013, an analysis of high job growth fields and/or fields in which trained workers are in short supply will be conducted and documented in the Environmental Scan report.

Strategic Direction 5. Enhance institutional effectiveness through fostering a culture of evidence (systematically collecting and examining data).

College Goal 5-A. Sustain continuous quality improvement of program review.
Objective 5-A1. The program review process will be maintained at the sustainable continuous quality improvement level of implementation, as documented in the accreditation self study report and validated by the Accrediting Commission for Community and Junior Colleges report by June 2014.

College Goal 5-B. Sustain continuous quality improvement of planning and resource allocation.

Objective 5-B1. The planning process will be maintained at the sustainable continuous quality improvement level of implementation, as documented in the accreditation self study report and validated by the Accrediting Commission for Community and Junior Colleges report by June 2014.

College Goal 5-C. Establish and sustain continuous quality improvement of student learning outcomes.

Objective 5-C1. The student learning outcomes process will be improved to the sustainable continuous quality improvement level of implementation, as documented in the accreditation self study report and validated by the Accrediting Commission for Community and Junior Colleges report by June 2014.